









# 1967 CENSUS OF BUSINESS



BC67-MLS-29



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CENSUS

Retail Trade

## MERCHANDISE LINE SALES

### NEBRASKA



The following comprise the Retail Trade series of publications:

#### RETAIL TRADE, SUBJECT REPORTS (BC67-RS)

A series of reports presenting data based on the following characteristics of individual establishments: Sales-size; employment-size; and single or multiunit ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business.

#### RETAIL TRADE, AREA STATISTICS (BC67-RA)

A U.S. Summary report and reports for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area.

#### MAJOR RETAIL CENTERS (BC67-MRC)

A summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each report presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business.

#### RETAIL MERCHANDISE LINE SALES (BC67-MLS)

A U.S. summary report and reports for each State. Each report presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business.

#### Suggested Citation

U.S. Bureau of the Census, Census of Business, 1967

#### RETAIL TRADE: MERCHANDISE LINE SALES NEBRASKA, BC67-MLS-29

U.S. Government Printing Office, Washington, D.C., 1970

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402, or any Department of Commerce field office. Price 65 cents. Complete set of retail trade merchandise line sales reports, \$41.20.



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**ACKNOWLEDGMENTS**—This report was prepared in the Business Division under the general direction of Harvey Kailin, Division Chief, with direct supervision by Louis Greenberg, Assistant Chief, Program Development. Plans for the merchandise line segment of the Census of Business were developed and the report compiled by Michael Farrell, Chief, Retail Program Branch, assisted by Ruth Asin. Robert Viehman served as coordinator and was the Business Division's liaison officer with other divisions. Staff assistance was provided by Paul Shapiro, Assistant Division Chief, Program Implementation; Ralph S. Woodruff, Assistant Division Chief, Research and Methodology, assisted by Anna Brooks; and Max Shor, Assistant Division Chief, Staff and Special Projects.

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Editorial supervision was provided by Julia Moring of the Administrative and Publications Services Division.

Arthur Horowitz, in his capacity as the coordinator of the economic censuses, made important contributions to the planning and operational phases of the work.

Special acknowledgment is due to the many businesses whose cooperation has contributed to the publication of the data.

# 1967 CENSUS OF BUSINESS



BC67-MLS-29

## Retail Trade MERCHANDISE LINE SALES

### NEBRASKA

Issued August 1970



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RETAIL TRADE  
MERCHANDISE  
LINE SALES

# Nebraska

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## Introduction

**AUTHORITY AND SCOPE**—The Economic Censuses are required by law under 13 U.S.C., sections 131, 191, and 224. The 1967 Census of Business portion of the Economic Censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

**KINDS OF BUSINESS COVERED**—Retail trade as defined in the Standard Industrial Classification (SIC) Manual<sup>1</sup> includes all establishments primarily engaged in selling merchandise to

<sup>1</sup>Executive Office of the President, Bureau of the Budget, *Standard Industrial Classification Manual, 1967*.

personal, household, and farm users. In this report, liquor stores operated by State and local governments have also been included in Retail Trade statistics. The basic retail trade tabulations do not include data for post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. Neither do the basic tabulations include data for administrative offices, captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. See the Kind-of-Business Classifications section of appendix A for definitions of the kind-of-business categories for which data are shown in this report.

**CENSUS DISCLOSURE RULES**—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

**CORRECTIONS TO DATA**—Data in this report comprise the statistical portions of previously published reports (Series BC-RA). Errors found after the final publications were issued have not been carried to specific areas in this report unless they significantly affect the data for such areas. As a result the detail in some tables may not add to totals.

# Merchandise Line Sales

**Introduction**—The individual establishment (i.e. business location) is the unit to which a single kind-of-business classification is assigned and for which data are summarized in the case of most retail census tabulations. The resultant "kind-of-business" statistics do not reveal the merchandise line composition of retail sales and accordingly do not meet many important data needs of manufacturers, wholesalers, and other distributors; of the Government; of business analysts; nor of retailers themselves.

In order to meet some of these needs, merchandise line information was collected in the census and is presented in these tables. The information is in terms of broad merchandise line groupings. While for many purposes, the desired information is for data for individual commodities or for more detailed merchandise line categories than are shown in this report, the provision of greater detail was not found to be feasible for reasons indicated below.

The system used for the collection and tabulation of merchandise line data is substantially comparable to that used in the 1963 Census when it was introduced. Prior to the 1963 Census, merchandise line data were collected in the 1948 Census but with important differences in the system used.

In the 1967 Census procedures were modified from the 1963 Census in two respects: (1) the collection of data from small retailers was on a sample basis and (2) data in all tables are projected to represent "non-reporters" as well as "reporters," whereas in the 1963 Census such projected tabulations were provided at the U.S. level only. Although the use of a sample introduces sampling variability to which the 1963 Census tabulations were not subject, both the 1963 and 1967 Censuses are substantially subject to the same limitations, as indicated below.

In planning the merchandise line inquiries for the 1967 Census, the Census Bureau, as previously, consulted extensively with trade associations and business firms, both for advice on the information to be provided by the census, and on the reportability of the data on which such information would be based. The amount of detail requested in the census reflected both of these considerations, with reportability, for the most part, being the limiting factor.

**Limitations in Reporting Sales by Merchandise Lines**—In investigating and testing methods of collecting merchandise line information, it was found that a breakdown of retail sales into about 25 major lines, with some additional detail for lines handled in significant quantities in selected kinds of business, was as much as it was feasible to request. Even with such a limited breakdown, it was found that there was

a tendency on the part of respondents to fail to identify, for a particular business, what were minor lines, and to include the sales of such minor lines with major ones. This deficiency has the effect of understating the number of outlets for individual merchandise lines; to a lesser extent it affects the measurement of the volume of sales of individual lines.

It should be noted that the merchandise line categories by which individual retailers group their sales are not uniform and, therefore, will not always correspond to categories established in a reporting system designed for general use. In addition, because many retailers had little, if any, recorded information on sales by line of merchandise, it is necessary to recognize that a substantial amount of estimating is involved in the reporting of the merchandise line inquiries. However, it was concluded that the effect of individual differences and of the use of approximations would be minimized in summary tabulations by the tendency for individual deviations to be offsetting. On this basis, figures for sales could constitute useful approximations to serve many important current requirements and would be adequate for measuring important changes occurring over fairly long intervals, as between successive censuses.

A related problem for a number of large retail firms is their lack of merchandise line records on an individual establishment basis. Such firms had information available only for the group of stores within a warehouse district or some other grouping used by the firm, so that it was necessary for them to derive their individual figures by using the pattern of sales shown by the entire group of stores.

**Merchandise Line Inquiries**—In 1967, as in the 1963 Census, there was a standard 25-line inquiry (these lines are identified in the various tables of the report by a merchandise line code ending in "0"). The 25 broad merchandise lines were devised to account for all the sales and receipts of retail establishments regardless of kind of business. In addition to the 25 major lines, additional detail within certain of these major lines was requested on some of the report forms. These additional or specialized lines (identified in the tables by a merchandise line code ending with a digit other than "0"), unlike the major lines, were not uniform, but were adapted to the merchandise line characteristics of an individual kind of business or a group of closely related kinds of business. Thus, while it is possible to compute a total for each of the broad merchandise lines to cover all kinds of retail business, this does not apply to the detailed or specialized lines.

**Report Collection System**—In the 1963 Census, merchandise line reporting was requested from all retailers with paid employment, thus accounting for about 95 percent of the total retail

trade sales volume. In the 1967 Census, merchandise line data were again restricted to employers but were based in part on a sample. All known multiunits and all large single units were canvassed for merchandise line data. However, only 10 percent of the approximately 500,000 small single unit employer establishments (generally in the range of 1 to 3 employees) were mailed a census form. Data inflated on the basis of this sample represented the "nonmail" portion of the employer universe. The "nonmail" group represented about 15 percent of total sales of establishments with payroll in most kinds of business. Selected kinds of business, such as department stores, were completely canvassed.

**Coverage**—The merchandise line data reflect the sales experience of retail employers only. However, reporting was incomplete or inadequate for about 17 percent of the total dollar volume of retail employers.

Table 4 presents coverage ranges for each kind of business shown for the State, each Standard Metropolitan Statistical Area, and the area within the State but outside all SMSA's. The kinds of business for which merchandise line data are shown vary depending on the number of establishments in the area. An (X) has been entered where data are not shown.

Coverage ranges for each kind of business indicate the degree to which sales were acceptably reported by broad merchandise lines and were determined by dividing the total sales of establishments reporting acceptable data for broad lines (whether or not additional detail lines were reported) by the total sales of all establishments classified in that particular kind of business.

In addition, coverage ranges are presented for some broad merchandise lines (where additional detail merchandise line information within the broad line was requested) indicating the degree to which detail lines within that broad line were acceptably reported. The table presents each broad line under which additional detail line reporting was requested and shows the degree to which businesses which reported the specified broad merchandise line gave the additional detail breakdown. The coverage range was computed by summing the detail line sales and dividing the result by the broad line sales. The resultant ratio was then multiplied by the coverage range for the kind of business to put both ratios on the same base.

Coverage ranges used for both kinds of business and broad lines are:

A=90 percent or more reporting.

B=80 to 89 percent reporting.

C=70 to 79 percent reporting.

D=60 to 69 percent reporting.

E=Less than 60 percent reporting.

Except when precluded by the Census disclosure rules (see Introduction), data have been shown in tables 1, 2, and 3 for individual kinds of business when the dollar volume of reporting coverage was sufficient to account for 60 percent or more on an inflated basis (ranges A through D)—as contrasted with 60 percent or more on a reported basis in 1963.

As noted above, the fact that an establishment reports a merchandise line breakdown does not itself mean that all lines handled by the establishment are reported separately. There are a few instances where this limitation in the reporting is particularly apparent. For example, as a result of the trade custom of grouping soaps and paper products with dry groceries, a number of food stores apparently included amounts for such products with line 020 instead of in lines 120 and 500. Some understatement, previously referred to, also resulted from the dropping of lines with negligible sales amounts.

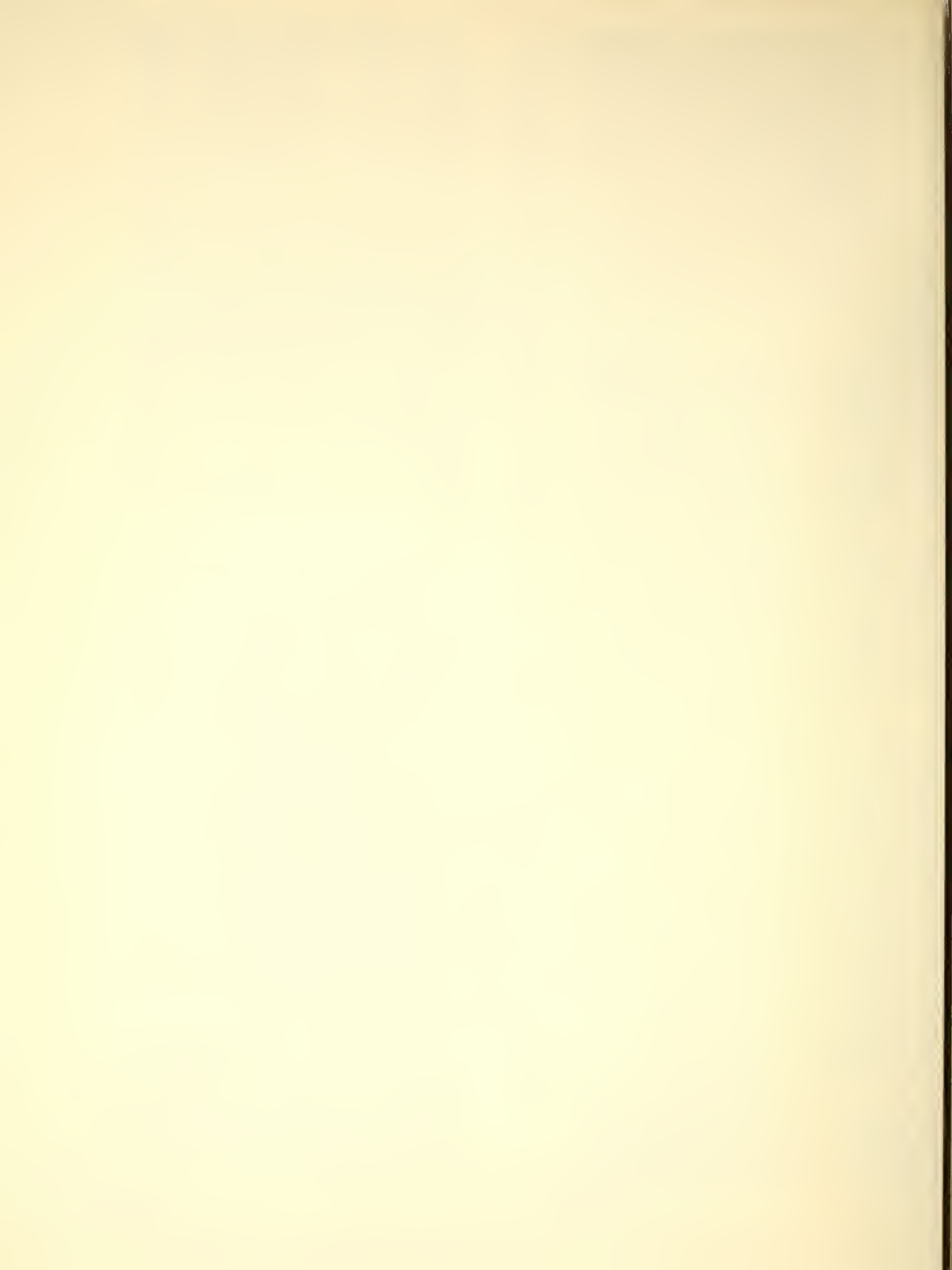
There is, of course, no assurance that the pattern for the stores reporting by merchandise lines is representative of those which did not report.

**Description of the Tables**—Tables 1, 2, and 3 in the 1967 report provide data for each kind of business and give, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the specific kind of business accounted for by each of the lines carried; and in addition, for each line, the degree of specialization in that line. Specialization is indicated by computing the percentage which sales of that line is of total sales of those establishments which handled that particular line.

Table 4 presents information on reporting coverage which can be used as a guideline to evaluate the validity of the merchandise line tabulations. In addition, a table for use in computing sampling variability for such data is available in the report, United States Summary—Merchandise Line Sales (BC67-MLS1).

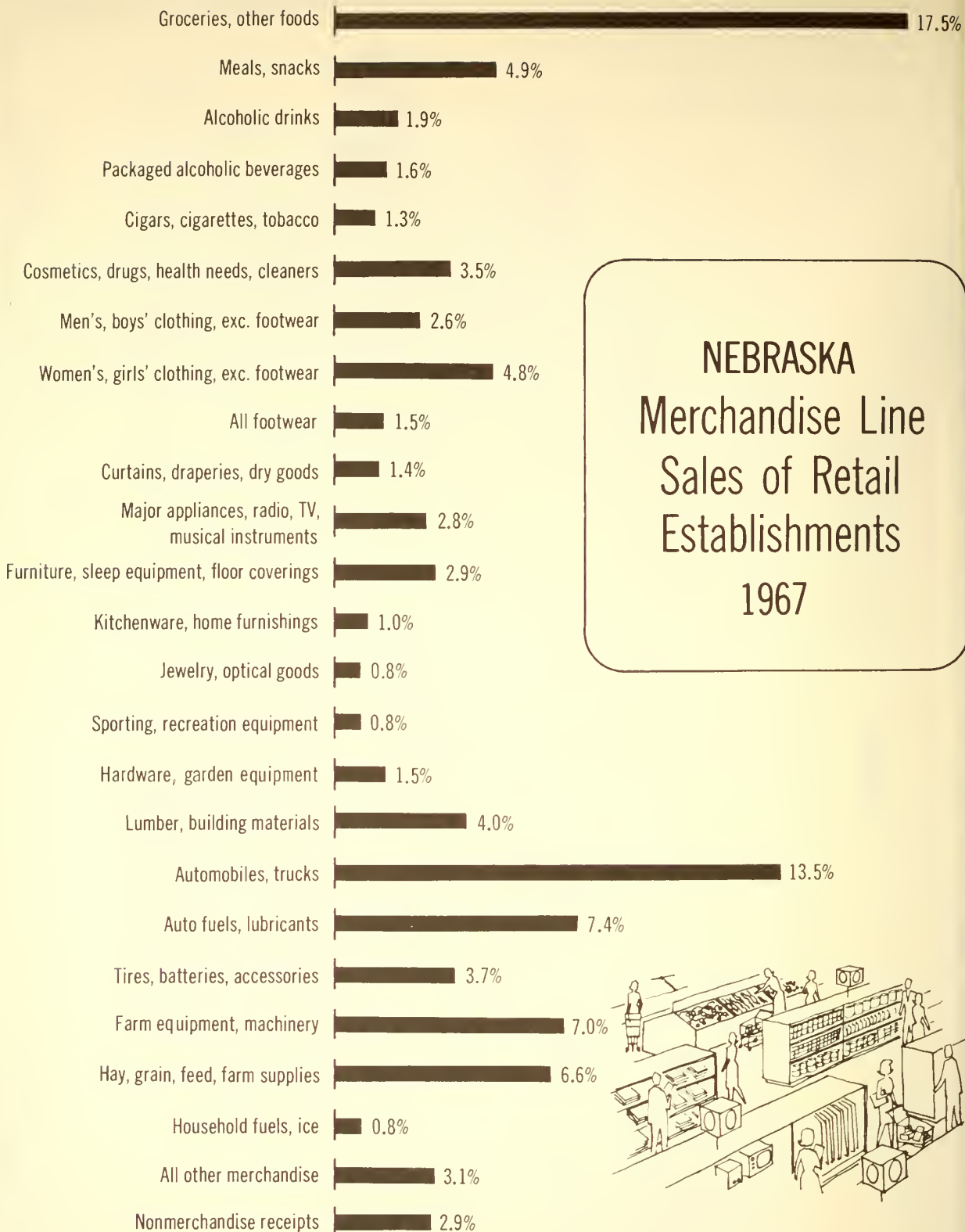
Information on detailed (as contrasted with broad) merchandise lines appears only in connection with the specific kind of business to which the lines apply. Data relating to the detailed lines are indented below the applicable broad line in the tabulations.

In 1967, data for lines which represent less than 0.05 percent and data for disclosure lines have been combined into a "miscellaneous merchandise" line within the applicable merchandise line grouping. Due to rounding procedures used, detail may not add to totals in the "sales" column and in the "all establishments" percentage column.









**NEBRASKA**  
**Merchandise Line**  
**Sales of Retail**  
**Establishments**  
**1967**

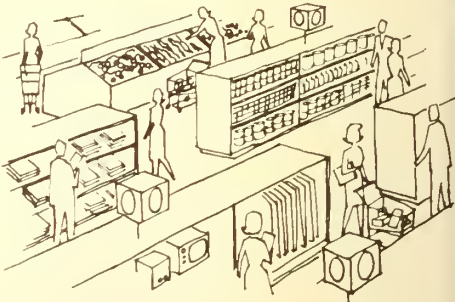




TABLE 1. The State: 1967

(includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code   | Kind of business and merchandise line     | Establishments<br>(number) | Sales of specified merchandise lines |                                | Merchandise line code | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                |
|---|---|----------------------------|--------------------------------------|--------------------------------|-----------------------|---------------------------------------|----------------------------|--------------------------------------|--------------------------------|
|   |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of-- |                       |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of-- |
|   |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
| <b>RETAIL TRADE</b>   |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 11 833                     | 2 411 860                            | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 020   | GROCERIES—OTHER FOODS . . . . .           | 2 181                      | 421 048                              | 53.6                           | 17.5                  |                                       |                            |                                      |                                |
| 040   | MEALS—SNACKS . . . . .                    | 2 625                      | 118 592                              | 36.5                           | 4.9                   |                                       |                            |                                      |                                |
| 060   | ALCOHOLIC DRINKS . . . . .                | 1 323                      | 46 961                               | 36.5                           | 1.9                   | 260                                   | 6                          | 635                                  | 22.6                           |
| 080   | PACKAGED ALCOHOLIC BEVERAGES . . . . .    | 1 106                      | 38 235                               | 15.8                           | 1.6                   | 240                                   | 16                         | 57                                   | 7.4                            |
| 100   | CIGARS—CIGARETTES—TOBACCO . . . . .       | 2 481                      | 30 157                               | 5.2                            | 1.3                   | 340                                   | 93                         | 7 453                                | 87.5                           |
| 120   | COSMETICS—DRUGS—CLEANERS . . . . .        | 1 734                      | 85 598                               | 11.7                           | 3.5                   | 356                                   | 41                         | 781                                  | 21.5                           |
| 140   | MEN'S—BOYS' CLOTHING EXC FOOTWR . . . . . | 835                        | 62 347                               | 16.3                           | 2.6                   | 87                                    | 3                          | 989                                  | 48.1                           |
| 160   | WOMEN'S—GIRLS' CLOTHING, EX FOOTWR        | 1 016                      | 116 884                              | 28.0                           | 4.8                   | 357                                   | 77                         | 946                                  | 12.6                           |
| 180   | ALL FOOTWEAR . . . . .                    | 828                        | 36 520                               | 9.7                            | 1.5                   | 359                                   | 69                         | 550                                  | 8.4                            |
| 200   | CURTAINS—ORAPERIES—DRY GOODS . . . . .    | 704                        | 33 633                               | 9.9                            | 1.4                   | 361                                   | 4D                         | 1 186                                | 23.7                           |
| 220   | MAJOR APPL—RADIO—TV—MUSICAL INST          | 1 035                      | 67 513                               | 17.3                           | 2.8                   | 420                                   | 3                          | 82                                   | 15.1                           |
| 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.          | 778                        | 70 900                               | 20.4                           | 2.9                   | 520                                   | 28                         | 137                                  | 5.8                            |
| 260   | KITCHENWARE—HOME FURNISHINGS . . . . .    | 1 033                      | 25 113                               | 5.7                            | 1.0                   | -                                     | (X)                        | 153                                  | (X)                            |
| 280   | JEWELRY—OPTICAL GOODS . . . . .           | 808                        | 18 900                               | 5.8                            | .8                    |                                       |                            |                                      |                                |
| 300   | SPORTING—RECREATION EQUIPMENT . . . . .   | 791                        | 19 331                               | 5.7                            | .8                    |                                       |                            |                                      |                                |
| 320   | HARDWARE—GARDENING EQUIPMENT . . . . .    | 1 310                      | 37 096                               | 8.4                            | 1.5                   |                                       |                            |                                      |                                |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 1 155                      | 96 471                               | 28.1                           | 4.0                   |                                       |                            |                                      |                                |
| 380   | AUTOMOBILES—TRUCKS . . . . .              | 743                        | 326 712                              | 61.9                           | 13.5                  |                                       |                            |                                      |                                |
| 400   | AUTO FUELS—LUBRICANTS . . . . .           | 2 883                      | 178 730                              | 27.8                           | 7.4                   |                                       |                            |                                      |                                |
| 420   | AUTO TIRES—BATTERIES—ACCESS. . . . .      | 2 448                      | 88 180                               | 19.7                           | 3.7                   |                                       |                            | 8                                    | 1 067                          |
| 440   | FARM EQUIPMENT MACHINERY . . . . .        | 596                        | 168 589                              | 56.4                           | 7.0                   |                                       |                            |                                      |                                |
| 460   | HAY—GRAIN—FEED—FARM SUPPLIES . . . . .    | 877                        | 158 908                              | 56.8                           | 6.6                   |                                       |                            |                                      |                                |
| 480   | HOUSEHOLD FUELS—ICE . . . . .             | 436                        | 20 122                               | 19.0                           | .8                    |                                       |                            |                                      |                                |
| 500   | ALL OTHER MERCHANDISE . . . . .           | 1 776                      | 74 385                               | 10.6                           | 3.1                   |                                       |                            |                                      |                                |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 4 301                      | 70 929                               | 4.9                            | 2.9                   |                                       |                            |                                      |                                |
| <b>BUILDING MATERIALS, HARDWARE AND FARM EQUIP DEALERS (SIC 52)</b> |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 1 332                      | 303 D30                              | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 220   | MAJOR APPL—RADIO—TV—MUSICAL INST          | 175                        | 3 633                                | 14.1                           | 1.2                   | 120                                   | 29                         | 54                                   | 3.0                            |
| 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.          | 243                        | 2 247                                | 10.9                           | .7                    | 180                                   | 7                          | 17                                   | 2.8                            |
| 260   | KITCHENWARE—HOME FURNISHINGS . . . . .    | 235                        | 3 088                                | 14.4                           | 1.0                   | 200                                   | 13                         | 26                                   | 2.6                            |
| 300   | SPORTING—RECREATION EQUIPMENT . . . . .   | 191                        | 2 437                                | 9.4                            | .8                    | 220                                   | 128                        | 2 985                                | 18.9                           |
| 320   | HARDWARE—GARDENING EQUIPMENT . . . . .    | 647                        | 20 133                               | 19.7                           | 6.6                   | 240                                   | 86                         | 1 345                                | 11.7                           |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 826                        | 80 303                               | 72.6                           | 26.5                  | 260                                   | 209                        | 2 857                                | 13.2                           |
| 380   | AUTOMOBILES—TRUCKS . . . . .              | 97                         | 8 345                                | 16.8                           | 2.8                   | 320                                   | 53                         | 105                                  | 2.6                            |
| 400   | AUTO FUELS—LUBRICANTS . . . . .           | 90                         | 9 942                                | 3.0                            | .3                    | 300                                   | 164                        | 1 662                                | 8.0                            |
| 420   | AUTO TIRES—BATTERIES—ACCESS. . . . .      | 208                        | 6 013                                | 9.5                            | 2.0                   |                                       |                            |                                      |                                |
| 440   | FARM EQUIPMENT MACHINERY . . . . .        | 472                        | 161 175                              | 81.9                           | 53.2                  |                                       |                            |                                      |                                |
| 460   | HAY—GRAIN—FEED—FARM SUPPLIES . . . . .    | 140                        | 5 367                                | 12.0                           | 1.8                   | 340                                   | 306                        | 13 958                               | 48.1                           |
| 480   | HOUSEHOLD FUELS—ICE . . . . .             | 104                        | 1 031                                | 4.6                            | .3                    | 322                                   | 259                        | 2 593                                | 10.0                           |
| 500   | ALL OTHER MERCHANDISE . . . . .           | 93                         | 1 750                                | 10.7                           | .6                    | 323                                   | 272                        | 3 260                                | 12.6                           |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 518                        | 6 D51                                | 4.1                            | 2.0                   | 324                                   | 306                        | 8 105                                | 27.9                           |
| -   | MISCELLANEOUS MERCHANDISE . . . . .       | (X)                        | 512                                  | (X)                            | .2                    | 360                                   | 248                        | 3 023                                | 11.7                           |
| <b>LUMBER AND OTHER BLDG. MATERIALS DEALERS (SIC 521)</b>           |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 422                        | 76 152                               | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 220   | MAJOR APPL—RADIO—TV—MUSICAL INST          | 25                         | 257                                  | 6.1                            | .3                    | 120                                   | 29                         | 54                                   | 3.0                            |
| 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.          | 39                         | 252                                  | 3.1                            | .3                    | 180                                   | 7                          | 17                                   | 2.8                            |
| 260   | KITCHENWARE—HOME FURNISHINGS . . . . .    | 12                         | 83                                   | 3.8                            | .1                    | 200                                   | 13                         | 26                                   | 2.6                            |
| 300   | SPORTING—RECREATION EQUIPMENT . . . . .   | 8                          | 64                                   | 4.5                            | .1                    | 220                                   | 128                        | 2 985                                | 18.9                           |
| 320   | HARDWARE—GARDENING EQUIPMENT . . . . .    | 259                        | 4 166                                | 8.1                            | 5.5                   | 240                                   | 86                         | 1 345                                | 11.7                           |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 422                        | 66 427                               | 87.2                           | 87.2                  | 260                                   | 209                        | 2 857                                | 13.2                           |
| 341   | LUMBER . . . . .                          | 393                        | 25 262                               | 33.6                           | 3.2                   | 320                                   | 53                         | 105                                  | 2.6                            |
| 342   | PLYWOOD . . . . .                         | 373                        | 8 250                                | 11.3                           | 10.8                  | 300                                   | 164                        | 1 662                                | 8.0                            |
| 343   | WINDOWS—DOORS AND FRAMES—METAL            | 278                        | 2 281                                | 4.7                            | 3.0                   |                                       |                            |                                      |                                |
| 344   | KITCHEN CABINETS . . . . .                | 178                        | 1 D29                                | 2.6                            | 1.4                   |                                       |                            |                                      |                                |
| 345   | ALL OTHER MILLWRK . . . . .               | 353                        | 4 531                                | 6.4                            | 5.9                   |                                       |                            |                                      |                                |
| 346   | WALLBOARD . . . . .                       | 366                        | 4 388                                | 6.2                            | 5.8                   |                                       |                            |                                      |                                |
| 347   | ASPHALT AND ASBESTOS PRODUCTS . . . . .   | 361                        | 3 982                                | 5.6                            | 5.2                   |                                       |                            |                                      |                                |
| 348   | PAINT—GLASS—WALLPAPER . . . . .           | 353                        | 2 724                                | 3.9                            | 3.6                   |                                       |                            |                                      |                                |
| 349   | HEATING AND PLUMBING EQUIP . . . . .      | 62                         | 609                                  | 5.5                            | .8                    |                                       |                            |                                      |                                |
| 351   | METAL ROOFING AND SIDING . . . . .        | 230                        | 1 324                                | 2.8                            | 1.7                   |                                       |                            |                                      |                                |
| 352   | MASONRY SUPPLIES . . . . .                | 327                        | 3 381                                | 5.3                            | 4.4                   |                                       |                            |                                      |                                |
| 353   | INSULATION . . . . .                      | 297                        | 1 501                                | 2.5                            | 2.0                   |                                       |                            |                                      |                                |
| 354   | PREFABRICATED BLDGS AND PARTS . . . . .   | 49                         | 955                                  | 8.6                            | 1.3                   |                                       |                            |                                      |                                |
| 355   | ALL OTHER BUILDING MATERIALS . . . . .    | 204                        | 5 870                                | 14.7                           | 7.7                   |                                       |                            |                                      |                                |
| 460   | HAY—GRAIN—FEED—FARM SUPPLIES . . . . .    | 41                         | 2 318                                | 23.4                           | 3.0                   |                                       |                            |                                      |                                |
| 480   | HOUSEHOLD FUELS—ICE . . . . .             | 83                         | 704                                  | 4.5                            | .9                    |                                       |                            |                                      |                                |
| 500   | ALL OTHER MERCHANDISE . . . . .           | 1D                         | 263                                  | 12.0                           | .3                    |                                       |                            |                                      |                                |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 169                        | 1 D34                                | 3.0                            | 1.4                   |                                       |                            |                                      |                                |
| -   | MISCELLANEOUS MERCHANDISE . . . . .       | (X)                        | 584                                  | (X)                            | .8                    |                                       |                            |                                      |                                |
| <b>PLUMBING AND HEATING EQUIP DLRS. (SIC 522)</b>                   |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL <sup>2</sup> . . . . .              | 42                         | 2 578                                | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| <b>PAINT, GLASS AND WALLPAPER STRS. (SIC 523)</b>                   |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 93                         | 8 517                                | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.          | 16                         | 635                                  | 22.6                           | 7.5                   |                                       |                            |                                      |                                |
| 260   | KITCHENWARE—HOME FURNISHINGS . . . . .    | 6                          | 57                                   | 7.4                            | .7                    |                                       |                            |                                      |                                |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 93                         | 7 453                                | 87.5                           | 87.5                  |                                       |                            |                                      |                                |
| 356   | ALL OTHER LUMBER—MILLWRK . . . . .        | 41                         | 781                                  | 21.5                           | 9.2                   |                                       |                            |                                      |                                |
| 357   | PAINT—VARNISH ETC. . . . .                | 87                         | 3 989                                | 48.1                           | 46.8                  |                                       |                            |                                      |                                |
| 358   | PAINT SUNORIES . . . . .                  | 77                         | 946                                  | 12.6                           | 11.1                  |                                       |                            |                                      |                                |
| 359   | WALLPAPER—OTHER WALL COVERINGS            | 69                         | 550                                  | 8.4                            | 6.5                   |                                       |                            |                                      |                                |
| 361   | GLASS . . . . .                           | 4D                         | 1 186                                | 23.7                           | 13.9                  |                                       |                            |                                      |                                |
| 420   | AUTO TIRES—BATTERIES—ACCESS. . . . .      | 3                          | 82                                   | 15.1                           | 1.0                   |                                       |                            |                                      |                                |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 28                         | 137                                  | 5.8                            | 1.6                   |                                       |                            |                                      |                                |
| -   | MISCELLANEOUS MERCHANDISE . . . . .       | (X)                        | 153                                  | (X)                            | 1.8                   |                                       |                            |                                      |                                |
| <b>ELECTRICAL SUPPLY STORES (SIC 524)</b>                           |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL <sup>2</sup> . . . . .              | 8                          | 1 067                                | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| <b>HARDWARE STORES (SIC 5251)</b>                                   |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 306                        | 29 023                               | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 120   | COSMETICS—DRUGS—CLEANERS . . . . .        | 29                         | 54                                   | 3.0                            | .2                    |                                       |                            |                                      |                                |
| 180   | ALL FOOTWEAR . . . . .                    | 7                          | 17                                   | 2.8                            | .1                    |                                       |                            |                                      |                                |
| 200   | CURTAINS—DRAPERIES—DRY GOODS . . . . .    | 13                         | 26                                   | 2.6                            | .1                    |                                       |                            |                                      |                                |
| 220   | MAJOR APPL—RADIO—TV—MUSICAL INST          | 128                        | 2 985                                | 18.9                           | 10.3                  |                                       |                            |                                      |                                |
| 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.          | 86                         | 1 345                                | 11.7                           | 4.6                   |                                       |                            |                                      |                                |
| 260   | KITCHENWARE—HOME FURNISHINGS . . . . .    | 209                        | 2 857                                | 13.2                           | 9.8                   |                                       |                            |                                      |                                |
| 280   | JEWELRY—OPTICAL GOODS . . . . .           | 53                         | 105                                  | 2.6                            | .4                    |                                       |                            |                                      |                                |
| 300   | SPORTING—RECREATION EQUIPMENT . . . . .   | 164                        | 1 662                                | 8.0                            | 5.7                   |                                       |                            |                                      |                                |
| 320   | HARDWARE—GARDENING EQUIPMENT . . . . .    | 306                        | 13 958                               | 48.1                           | 48.1                  |                                       |                            |                                      |                                |
| 322   | GARDENING EQUIPMENT—SUPPLIES . . . . .    | 259                        | 2 593                                | 10.0                           | 8.9                   |                                       |                            |                                      |                                |
| 323   | PLUMBING—ELECTRICAL SUPPLIES . . . . .    | 272                        | 3 260                                | 12.6                           | 11.2                  |                                       |                            |                                      |                                |
| 324   | OTHER HARDWARE—TOOLS . . . . .            | 306                        | 8 105                                | 27.9                           | 27.9                  |                                       |                            |                                      |                                |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 248                        | 3 023                                | 11.7                           | 10.4                  |                                       |                            |                                      |                                |
| 356   | ALL OTHER LUMBER—MILLWRK . . . . .        | 707                        | 707                                  | 6.9                            | 2.4                   |                                       |                            |                                      |                                |
| 360   | PAINT—SUNDRIES—GLASS—WALLPAPER            | 245                        | 2 316                                | 9.1                            | 8.0                   |                                       |                            |                                      |                                |
| 400   | AUTO FUELS—LUBRICANTS . . . . .           | 77                         | 77                                   | 1.4                            | .3                    |                                       |                            |                                      |                                |
| 420   | AUTO TIRES—BATTERIES—ACCESS. . . . .      | 83                         | 781                                  | 5.9                            | 2.7                   |                                       |                            |                                      |                                |
| 460   | HAY—GRAIN—FEED—FARM SUPPLIES . . . . .    | 31                         | 717                                  | 9.9                            | 2.5                   |                                       |                            |                                      |                                |
| 480   | HOUSEHOLD FUELS—ICE . . . . .             | 9                          | 82                                   | 3.8                            | .3                    |                                       |                            |                                      |                                |
| 500   | ALL OTHER MERCHANDISE . . . . .           | 64                         | 668                                  | 7.7                            | 2.3                   |                                       |                            |                                      |                                |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 478                        | 416                                  | 4.0                            | 1.4                   |                                       |                            |                                      |                                |
| -   | MISCELLANEOUS MERCHANDISE . . . . .       | (X)                        | 250                                  | (X)                            | .9                    |                                       |                            |                                      |                                |
| <b>FARM EQUIPMENT DEALERS (SIC 5252)</b>                            |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL . . . . .                           | 461                        | 185 693                              | (X)                            | 100.0                 |                                       |                            |                                      |                                |
| 220   | MAJOR APPL—RADIO—TV—MUSICAL INST          | 14                         | 251                                  | 2.2                            | .1                    |                                       |                            |                                      |                                |
| 300   | SPORTING—RECREATION EQUIPMENT . . . . .   | 18                         | 709                                  | 12.5                           | .4                    |                                       |                            |                                      |                                |
| 320   | HARDWARE—GARDENING EQUIPMENT . . . . .    | 66                         | 1 564                                | 5.9                            | .8                    |                                       |                            |                                      |                                |
| 340   | LUMBER—BUILDING MATERIALS . . . . .       | 12                         | 576                                  | 11.1                           | .3                    |                                       |                            |                                      |                                |
| 380   | AUTOMOBILES—TRUCKS . . . . .              | 93                         | 8 266                                | 17.7                           | 4.5                   |                                       |                            |                                      |                                |
| 400   | AUTO FUELS—LUBRICANTS . . . . .           | 45                         | 840                                  | 4.0                            | .5                    |                                       |                            |                                      |                                |
| 420   | AUTO TIRES—BATTERIES—ACCESS. . . . .      | 118                        | 5 132                                | 10.6                           | 2.8                   |                                       |                            |                                      |                                |
| 440   | FARM EQUIPMENT MACHINERY . . . . .        | 461                        | 160 608                              | 86.5                           | 86.5                  |                                       |                            |                                      |                                |
| 460   | HAY—GRAIN—FEED—FARM SUPPLIES . . . . .    | 67                         | 2 320                                | 7.9                            | 1.2                   |                                       |                            |                                      |                                |
| 480   | HOUSEHOLD FUELS—ICE . . . . .             | 13                         | 208                                  | 5.8                            | .1                    |                                       |                            |                                      |                                |
| 500   | ALL OTHER MERCHANDISE . . . . .           | 63                         | 717                                  | 11.5                           | .6                    |                                       |                            |                                      |                                |
| 520   | NONMERCHANDISE RECEIPTS . . . . .         | 222                        | 4 348                                | 4.4                            | 2.3                   |                                       |                            |                                      |                                |
| -   | MISCELLANEOUS MERCHANDISE . . . . .       | (X)                        | 94                                   | (X)                            | .1                    |                                       |                            |                                      |                                |
| <b>GENERAL MERCHANDISE GROUP STORES (SIC 53 PART)</b>               |   |                            |                                      |                                |                       |                                       |                            |                                      |                                |
|   | TOTAL                                     |                            |                                      |                                |                       |                                       |                            |                                      |                                |







TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                         | Establishments (number) | Sales of specified merchandise lines |                                  |                                 |                               | Merchandise line code                                    | Kind of business and merchandise line | Establishments (number) | Sales of specified merchandise lines |                                 |  |  |
|-----------------------|---|-------------------------|--------------------------------------|----------------------------------|---------------------------------|-------------------------------|--|---------------------------------------|-------------------------|--------------------------------------|---------------------------------|--|--|
|                       |   |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of--   |                                 | Amount <sup>1</sup> (\$1,000) |  |                                       |                         | As percent of total sales of--       |                                 |  |  |
|                       |   |                         |                                      | Establishments handling the line | All establishments <sup>2</sup> |                               |  |                                       |                         | Establishments handling the line     | All establishments <sup>2</sup> |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 279                     | 2 488                                | 1.0                              | .8                              |                               | TIRE, BATTERY, AND ACCESSORY OLRS (SIC 553)              |                                       |                         |                                      |                                 |  |  |
| 401                   | GASOLINE . . . . .  | 85                      | 1 608                                | 3.7                              | .5                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 403                   | MOTOR OILS-GREASES-OTHER OILS . . . . .                       | 244                     | 834                                  | .4                               | .3                              |                               |  |                                       |                         |                                      |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 46                                   | (X)                              | (2)                             |                               | TOTAL . . . . .  | 177                                   | 29 983                  | (X)                                  | 100.0                           |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 392                     | 25 153                               | 8.1                              | 7.9                             | 020                           | GROCERIES-OTHER FOODS . . . . .                          | 3                                     | 78                      | 4.9                                  | .3                              |  |  |
| 421                   | PARTS INSTALLED IN REPAIR WORK . . . . .                      | 380                     | 15 597                               | 5.1                              | 4.9                             | 120                           | COSMETICS-DRUGS-CLEANERS . . . . .                       | 4                                     | 18                      | 1.5                                  | .1                              |  |  |
| 422                   | PARTS-WHOLESALE . . . . .                                     | 322                     | 5 996                                | 2.1                              | 1.9                             | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST                         | 67                                    | 2 283                   | 14.1                                 | 7.6                             |  |  |
| 423                   | PARTS-RETAIL . . . . .  | 341                     | 1 806                                | .6                               | .6                              | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .                   | 40                                    | 433                     | 3.2                                  | 1.4                             |  |  |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                                | 245                     | 1 752                                | .6                               | .5                              | 300                           | SPORTING-RECREATION EQUIPMENT . . . . .                  | 35                                    | 471                     | 4.4                                  | 1.6                             |  |  |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .                            | 6                       | 272                                  | 14.2                             | .1                              | 320                           | HARDWARE-GARDENING EQUIPMENT . . . . .                   | 39                                    | 600                     | 5.4                                  | 2.0                             |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 384                     | 19 680                               | 6.1                              | 6.1                             | 340                           | LUMBER-BUILDING MATERIALS . . . . .                      | 14                                    | 138                     | 4.8                                  | .5                              |  |  |
| 527                   | SERVICE LABOR . . . . .                                       | 188                     | 18 754                               | 5.9                              | 5.9                             | 380                           | AUTOMOBILES-TRUCKS . . . . .                             | 16                                    | 592                     | 29.8                                 | 2.0                             |  |  |
| 528                   | OTHER NONMERCHANTISE RECEIPTS . . . . .                       | 148                     | 925                                  | .7                               | .3                              | 400                           | AUTO FUELS-LUBRICANTS . . . . .                          | 40                                    | 1 658                   | 17.7                                 | 5.5                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 273                                  | (X)                              | .1                              | 420                           | AUTO TIRES-BATTERIES-ACCESS. . . . .                     | 177                                   | 19 972                  | 66.6                                 | 66.6                            |  |  |
|                       | DEALERS WITH IMPORTED CAR FRANCHISE ONLY (SIC 551 PT.)        |                         |                                      |                                  |                                 | 500                           | FARM EQUIPMENT MACHINERY . . . . .                       | 3                                     | 335                     | 16.1                                 | 1.1                             |  |  |
|                       | TOTAL . . . . .   | 16                      | 9 377                                | (X)                              | 100.0                           | 520                           | ALL OTHER MERCHANDISE . . . . .                          | 37                                    | 721                     | 5.7                                  | 2.4                             |  |  |
|                       |   |                         |                                      |                                  |                                 | -                             | NONMERCHANTISE RECEIPTS . . . . .                        | 93                                    | 2 371                   | 11.2                                 | 7.9                             |  |  |
|                       |   |                         |                                      |                                  |                                 |                               | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 313                     | (X)                                  | 1.0                             |  |  |
|                       |   |                         |                                      |                                  |                                 |                               | HOME AND AUTO SUPPLY STORES (SIC 553 PT.)                |                                       |                         |                                      |                                 |  |  |
|                       |   |                         |                                      |                                  |                                 |                               | TOTAL . . . . .  | 39                                    | 6 200                   | (X)                                  | 100.0                           |  |  |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                                  | 16                      | 7 398                                | 78.9                             | 78.9                            | 020                           | GROCERIES-OTHER FOODS . . . . .                          | 3                                     | 76                      | 4.4                                  | 1.2                             |  |  |
| 381                   | NEW PASSENGER CARS-RETAIL . . . . .                           | 16                      | 4 683                                | 49.9                             | 49.9                            | 120                           | COSMETICS-DRUGS-CLEANERS . . . . .                       | 4                                     | 17                      | 1.0                                  | .3                              |  |  |
| 385                   | USED PASSENGER CARS-RETAIL . . . . .                          | 16                      | 2 234                                | 23.8                             | 23.8                            | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST                         | 37                                    | 1 359                   | 22.6                                 | 21.9                            |  |  |
| 386                   | USED PASSENGER CARS-WHOLE . . . . .                           | 11                      | 336                                  | 4.0                              | 3.6                             | 221                           | MAJOR HOUSEHOLD APPLIANCES . . . . .                     | 36                                    | 799                     | 13.7                                 | 12.9                            |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 133                                  | (X)                              | 1.4                             | 222                           | RADIO-TV'S MUSICAL INSTR. . . . .                        | 37                                    | 460                     | 7.7                                  | 7.4                             |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 11                      | 58                                   | .6                               | .6                              | -                             | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 98                      | (X)                                  | 1.6                             |  |  |
| 403                   | MOTOR OILS-GREASES-OTHER OILS . . . . .                       | 10                      | 48                                   | .5                               | .5                              | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .                   | 16                                    | 359                     | 8.6                                  | 5.8                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 10                                   | (X)                              | .1                              | 320                           | HARDWARE-GARDENING EQUIPMENT . . . . .                   | 18                                    | 473                     | 9.8                                  | 7.6                             |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 15                      | 1 017                                | 10.8                             | 10.8                            | 340                           | LUMBER-BUILDING MATERIALS . . . . .                      | 14                                    | 135                     | 4.8                                  | 2.2                             |  |  |
| 421                   | PARTS INSTALLED IN REPAIR WORK . . . . .                      | 15                      | 613                                  | 6.5                              | 6.5                             | 400                           | AUTO FUELS-LUBRICANTS . . . . .                          | 3                                     | 175                     | 11.4                                 | 2.8                             |  |  |
| 422                   | PARTS-WHOLESALE . . . . .                                     | 12                      | 133                                  | 1.5                              | 1.4                             | 410                           | AUTO TIRES-BATTERIES-ACCESS. . . . .                     | 39                                    | 1 750                   | 28.2                                 | 28.2                            |  |  |
| 423                   | PARTS-RETAIL . . . . .  | 13                      | 145                                  | 1.5                              | 1.5                             | 420                           | NEW TIRES-TUBES(TO FLEET OPRTS)                          | 23                                    | 341                     | 12.3                                 | 5.5                             |  |  |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                                | 9                       | 126                                  | 1.4                              | 1.3                             | 417                           | RETSAOS(TO OTHER USERS) . . . . .                        | 7                                     | 37                      | 1.5                                  | .6                              |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 15                      | 901                                  | 9.6                              | 9.6                             | 426                           | AUTOMOBILE ACCESSORIES . . . . .                         | 38                                    | 752                     | 12.1                                 | 12.1                            |  |  |
| 527                   | SERVICE LABOR . . . . .                                       | 15                      | 864                                  | 9.2                              | 9.2                             | 428                           | NEW AUTO TIRES SOLO TO DEALERS                           | 6                                     | 181                     | 7.5                                  | 2.9                             |  |  |
| -                     | MISCELLANEOUS . . . . .                                       | (X)                     | 5                                    | (X)                              | .1                              | 429                           | NEW TRUCK-BUS TIRES (TO USERS)                           | 7                                     | 120                     | 4.7                                  | 1.9                             |  |  |
|                       | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 3                                    | (X)                              | (2)                             | 431                           | NEW TRK-BUS TIRES(TO DEALERS)                            | 6                                     | 76                      | 4.6                                  | 1.2                             |  |  |
|                       | DEALERS WITH DOMESTIC AND IMPORT CAR FRANCHISES (SIC 551 PT.) |                         |                                      |                                  |                                 | 433                           | RETSAOS SOLO TO DEALERS . . . . .                        | 4                                     | 11                      | .8                                   | .2                              |  |  |
|                       | TOTAL . . . . .   | 13                      | 20 256                               | (X)                              | 100.0                           | 417                           | RETSAOS-TRUCK-BUS (TO USERS)                             | 6                                     | 9                       | .3                                   | .1                              |  |  |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                                  | 13                      | 17 731                               | 87.5                             | 87.5                            | 436                           | STORAGE BATTERIES . . . . .                              | 24                                    | 84                      | 2.9                                  | 1.4                             |  |  |
| 381                   | NEW PASSENGER CARS-RETAIL . . . . .                           | 13                      | 11 303                               | 55.8                             | 55.8                            | -                             | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 9                       | (X)                                  | .1                              |  |  |
| 385                   | USED PASSENGER CARS-RETAIL . . . . .                          | 13                      | 4 536                                | 22.4                             | 22.4                            | 500                           | ALL OTHER MERCHANDISE . . . . .                          | 13                                    | 462                     | 12.1                                 | 7.5                             |  |  |
| 386                   | USED PASSENGER CARS-WHOLE . . . . .                           | 8                       | 623                                  | 4.0                              | 3.1                             | 520                           | NONMERCHANTISE RECEIPTS . . . . .                        | 8                                     | 229                     | 10.1                                 | 3.7                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 1 261                                | (X)                              | 6.2                             | 524                           | BRAKE AND WHEEL SERVICES . . . . .                       | 5                                     | 87                      | 4.2                                  | 1.4                             |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 10                      | 124                                  | .6                               | .6                              | 526                           | OTHER NONMERCHANTISE RECEIPTS . . . . .                  | 8                                     | 132                     | 5.7                                  | 2.1                             |  |  |
| 403                   | MOTOR OILS-GREASES-OTHER OILS . . . . .                       | 9                       | 63                                   | .3                               | .3                              | -                             | MISCELLANEOUS . . . . .                                  | (X)                                   | 9                       | (X)                                  | .1                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 61                                   | (X)                              | .3                              | -                             | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 791                     | (X)                                  | 12.8                            |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 13                      | 1 249                                | 6.2                              | 6.2                             |                               | OTHER TIRE, BATTERY, AND ACCESSORY DEALERS (SIC 553 PT.) |                                       |                         |                                      |                                 |  |  |
| 421                   | PARTS INSTALLED IN REPAIR WORK . . . . .                      | 13                      | 827                                  | 4.1                              | 4.1                             |                               | TOTAL . . . . .  | 138                                   | 23 783                  | (X)                                  | 100.0                           |  |  |
| 422                   | PARTS-WHOLESALE . . . . .                                     | 12                      | 208                                  | 1.1                              | 1.0                             | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST                         | 30                                    | 924                     | 9.5                                  | 3.9                             |  |  |
| 423                   | PARTS-RETAIL . . . . .  | 10                      | 132                                  | .8                               | .7                              | 221                           | MAJOR HOUSEHOLD APPLIANCES . . . . .                     | 28                                    | 455                     | 4.3                                  | 1.8                             |  |  |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                                | 8                       | 82                                   | .5                               | .4                              | 222                           | RADIO-TV'S MUSICAL INSTR. . . . .                        | 27                                    | 484                     | 5.1                                  | 2.0                             |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 13                      | 984                                  | 4.9                              | 4.9                             | -                             | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 4                       | (X)                                  | (2)                             |  |  |
| 527                   | SERVICE LABOR . . . . .                                       | 13                      | 936                                  | 4.6                              | 4.6                             | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .                   | 23                                    | 73                      | .8                                   | .3                              |  |  |
| 528                   | OTHER NONMERCHANTISE RECEIPTS . . . . .                       | 6                       | 48                                   | .3                               | .2                              | 264                           | SMALL ELECTRICAL APPLIANCES . . . . .                    | 23                                    | 42                      | .5                                   | .2                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 168                                  | (X)                              | .8                              | 265                           | ALL OTHER KITCHENWR-HOUSEWR . . . . .                    | 5                                     | 31                      | 1.0                                  | .1                              |  |  |
|                       | MOTOR VEHICLE DEALERS--USED CARS ONLY (SIC 552)               |                         |                                      |                                  |                                 | 300                           | SPORTING-RECREATION EQUIPMENT . . . . .                  | 22                                    | 98                      | 1.3                                  | .4                              |  |  |
|                       | TOTAL . . . . .   | 76                      | 17 033                               | (X)                              | 100.0                           | 317                           | ALL OTHER SPTG GOODS EXC BOATS                           | 20                                    | 92                      | 1.3                                  | .4                              |  |  |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                                  | 76                      | 15 382                               | 90.3                             | 90.3                            | -                             | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                                   | 6                       | (X)                                  | (2)                             |  |  |
| 385                   | USED PASSENGER CARS-RETAIL . . . . .                          | 76                      | 13 877                               | 81.5                             | 81.5                            | 320                           | HARDWARE-GARDENING EQUIPMENT . . . . .                   | 21                                    | 127                     | 2.0                                  | .5                              |  |  |
| 386                   | USED PASSENGER CARS-WHOLE . . . . .                           | 15                      | 790                                  | 15.6                             | 4.6                             | 380                           | AUTOMOBILES-TRUCKS . . . . .                             | 6                                     | 85                      | 11.7                                 | .4                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 668                                  | (X)                              | 3.9                             | 400                           | AUTO FUELS-LUBRICANTS . . . . .                          | 37                                    | 1 482                   | 18.9                                 | 6.2                             |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 16                      | 807                                  | 25.5                             | 4.7                             | 420                           | AUTO TIRES-BATTERIES-ACCESS. . . . .                     | 138                                   | 18 223                  | 76.6                                 | 76.6                            |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 34                      | 437                                  | 5.1                              | 2.6                             | 400                           | ALL OTHER MERCHANDISE . . . . .                          | 24                                    | 259                     | 3.0                                  | 1.1                             |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 34                      | 184                                  | 2.3                              | 1.1                             |                               |  |                                       |                         |                                      |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                     | 223                                  | (X)                              | 1.3                             |                               |  |                                       |                         |                                      |                                 |  |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

<sup>1</sup> Detail may not add to total due to rounding.

<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line          | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line                         | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |
|                       |  |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |                       |   |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |
| S20                   | NONMERCHANDISE RECEIPTS. . . . .               | 85                         | 2 142                                | 11.2                             | 9.0                             | 420                   | AUTO TIRES-BATTERIES-ACCESS. . .                              | 1 366                      | 20 063                               | 12.0                             | 9.9                             |
| S24                   | BRAKE AND WHEEL SERVICES . . . . .             | 50                         | 914                                  | 6.2                              | 3.8                             | 421                   | PARTS INSTALLED IN REPAIR WORK                                | 678                        | 5 098                                | 6.6                              | 2.5                             |
| S25                   | TIRE SERVICES OTHER THAN RETRO                 | 61                         | 514                                  | 3.1                              | 2.2                             | 423                   | PARTS-RETAIL . . . . .  | 195                        | 854                                  | 3.0                              | 4.9                             |
| S26                   | OTHER NONMERCHANDISE RECEIPTS.                 | 64                         | 713                                  | 4.3                              | 3.0                             | 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                                | 1 292                      | 14 111                               | 8.6                              | 6.9                             |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | 370                                  | (X)                              | 1.6                             | 440                   | FARM EQUIPMENT MACHINERY . . . .                              | 17                         | 555                                  | 16.6                             | .3                              |
|                       | BOAT DEALERS<br>(SIC SS91)                     |                            |                                      |                                  |                                 | 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . .                              | 24                         | 1 190                                | 17.6                             | .6                              |
|                       | TOTAL . . . . .                                | (0)                        | (X)                                  | 100.0                            |                                 | 480                   | HOUSEHOLD FUELS-ICE. . . . .                                  | 112                        | 1 758                                | 7.8                              | .9                              |
|                       |  |                            |                                      |                                  |                                 | 500                   | ALL OTHER MERCHANDISE. . . . .                                | 58                         | 538                                  | 4.1                              | .3                              |
| 300                   | SPORTING-RECREATION EQUIPMENT. .               | 15                         |                                      |                                  |                                 | S20                   | NONMERCHANDISE RECEIPTS. . . . .                              | 1 062                      | 7 032                                | 5.2                              | 3.5                             |
| 307                   | OUTBOARD BOATS . . . . .                       | 11                         | 87.2                                 | 87.2                             |                                 | S27                   | SERVICE LABOR. . . . .  | 1 030                      | 5 854                                | 4.5                              | 2.9                             |
| 308                   | OUTBOARD MOTORS. . . . .                       | 13                         | 27.9                                 | 24.8                             |                                 | -                     | MISCELLANEOUS MERCHANDISE. . . .                              | (X)                        | 168                                  | (X)                              | .1                              |
| 311                   | INBOARD-OUTRIVE BOATS . . . . .                | 8                          | 13.5                                 | 13.5                             |                                 |                       | APPAREL AND ACCESSORY STORES<br>(SIC 56)                      |                            |                                      |                                  |                                 |
| 312                   | BOAT TRAILERS. . . . .                         | 11                         | 12.1                                 | 9.4                              |                                 |                       | TOTAL . . . . .   | 690                        | 103 359                              | (X)                              | 100.0                           |
| 313                   | MARINE ACCESS. AND PARTS . . . . .             | 14                         | 5.0                                  | 4.6                              |                                 | 120                   | COSMETICS-ORUGS-CLEANERS . . . .                              | 11                         | 317                                  | 3.6                              | .3                              |
| 318                   | ALL OTHER BOATS. . . . .                       | 6                          | 9.7                                  | 9.7                              |                                 | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                              | 291                        | 29 404                               | 50.7                             | 28.4                            |
| 319                   | ALL OTHER MOSE-EXC BOATS . . . . .             | 8                          | 8.5                                  | 5.6                              |                                 | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                            | 438                        | 46 243                               | 62.0                             | 44.7                            |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | 10.6                                 | (X)                              |                                 | 190                   | ALL FOOTWEAR. . . . .   | 348                        | 22 803                               | 34.0                             | 22.1                            |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .                 | 4                          | 5.0                                  | 1.6                              |                                 | 200                   | CURTAINS-ORAPERIES-DRY GOODS . .                              | 81                         | 1 590                                | 10.4                             | 1.5                             |
| 401                   | GASOLINE. . . . .                              | 4                          | 5.0                                  | 1.6                              |                                 | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                              | 16                         | 75                                   | 1.2                              | .1                              |
| S20                   | NONMERCHANDISE RECEIPTS. . . . .               | 10                         | 7.7                                  | 6.7                              |                                 | 280                   | JEWELRY-OPTICAL GOODS. . . . .                                | 52                         | 312                                  | 1.8                              | .3                              |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | (X)                                  | 4.5                              |                                 | 300                   | SPORTING-RECREATION EQUIPMENT. .                              | 22                         | 153                                  | 2.1                              | .1                              |
|                       | HOUSEHOLD TRAILER DEALERS<br>(SIC SS92)        |                            |                                      |                                  |                                 | 500                   | ALL OTHER MERCHANDISE. . . . .                                | 34                         | 476                                  | 4.1                              | .5                              |
|                       | TOTAL . . . . .                                | 41                         | 9 857                                | (X)                              | 100.0                           | S20                   | NONMERCHANDISE RECEIPTS. . . . .                              | 276                        | 1 891                                | 3.2                              | 1.8                             |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                   | 5                          | 129                                  | 6.5                              | 1.3                             | -                     | MISCELLANEOUS MERCHANDISE. . . .                              | (X)                        | 94                                   | (X)                              | .1                              |
| S00                   | ALL OTHER MERCHANDISE. . . . .                 | 41                         | 9 070                                | 92.0                             | 92.0                            |                       | WOMEN'S CLOTHING, SPECIALTY STRS.<br>FURRIERS (SIC 562; 3, 8) |                            |                                      |                                  |                                 |
| S04                   | MOBILE HOMES-HOUSEHOLD TRLRs                   | 29                         | 7 008                                | 86.6                             | 71.1                            | 120                   | COSMETICS-ORUGS-CLEANERS . . . .                              | 5                          | 243                                  | 3.1                              | .7                              |
| S05                   | CAMP TRAILERS-TRAVEL TRAILERS.                 | 24                         | 1 989                                | 39.7                             | 20.2                            | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR                               | 9                          | 203                                  | 2.3                              | .6                              |
| S07                   | ALL OTHER MERCHANDISE. . . . .                 | 7                          | 71                                   | 3.2                              | 1.6                             | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                            | 240                        | 30 983                               | 91.1                             | 91.1                            |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | 1                                    | (X)                              | (2)                             | 180                   | ALL FOOTWEAR. . . . .   | 22                         | 1 282                                | 13.8                             | 3.8                             |
| S20                   | NONMERCHANDISE RECEIPTS. . . . .               | 17                         | 643                                  | 11.7                             | 6.5                             | 280                   | JEWELRY-OPTICAL GOODS. . . . .                                | 35                         | 219                                  | 1.5                              | .6                              |
| S27                   | SERVICE LABOR. . . . .                         | 12                         | 74                                   | 2.1                              | .8                              | 500                   | ALL OTHER MERCHANDISE. . . . .                                | 6                          | 125                                  | 1.8                              | .4                              |
| S32                   | OTHER NONMERCHANDISE RECEIPTS.                 | 13                         | 568                                  | 12.8                             | 5.8                             | S20                   | NONMERCHANDISE RECEIPTS. . . . .                              | 122                        | 888                                  | 3.2                              | 2.6                             |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | 15                                   | (X)                              | .2                              | -                     | MISCELLANEOUS MERCHANDISE. . . .                              | (X)                        | 59                                   | (X)                              | .2                              |
|                       | AIRCRAFT, MOTORCYCLE DEALERS<br>(SIC SS99 PT.) |                            |                                      |                                  |                                 |                       | WOMEN'S READY-TO-WEAR STORES<br>(SIC 562)                     |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .                                | 15                         | (0)                                  | (X)                              | 100.0                           | 120                   | COSMETICS-ORUGS-CLEANERS . . . .                              | 6                          | 241                                  | 3.4                              | .8                              |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                   | 15                         | 74.7                                 | 74.7                             |                                 | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                              | 10                         | 194                                  | 2.2                              | .6                              |
| 389                   | MOTORCYCLES-MOTORSOOTERS. . . . .              | 14                         | 100.0                                | 21.8                             | 16.0                            | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                            | 213                        | 28 713                               | 90.9                             | 90.9                            |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | (X)                                  | 52.9                             | 161                             | 161                   | CHILDREN'S-INFANTS' WEAR . . . .                              | 6B                         | 1 202                                | 6.9                              | 3.8                             |
| S20                   | NONMERCHANDISE RECEIPTS. . . . .               | 10                         | 5.8                                  | 5.6                              | 163                             | 163                   | MILLINERY. . . . .  | 91                         | 429                                  | 2.3                              | 1.4                             |
| S27                   | SERVICE LABOR. . . . .                         | 10                         | 5.2                                  | 5.0                              | 172                             | 172                   | HOSIERY. . . . .  | 143                        | 664                                  | 2.4                              | 2.1                             |
| -                     | MISCELLANEOUS MERCHANDISE. . . . .             | (X)                        | (X)                                  | 19.7                             | 165                             | 165                   | LINGERIE. . . . .   | 176                        | 2 182                                | 7.0                              | 6.9                             |
|                       | AUTOMOTIVE DEALERS, N.E.C.<br>(SIC SS99 PT.)   |                            |                                      |                                  | 168                             | 168                   | WOMEN'S BLOUSES-SPTSWR . . . . .                              | 176                        | 6 269                                | 20.3                             | 19.8                            |
|                       | TOTAL <sup>2</sup> . . . . .                   | 1                          | 357                                  | (X)                              | 100.0                           | 172                   | DRESSES. . . . .  | 212                        | 10 456                               | 33.1                             | 33.1                            |
|                       | GASOLINE SERVICE STATIONS<br>(SIC SS4)         |                            |                                      |                                  | 173                             | 173                   | COATS-SUITS. . . . .  | 177                        | 5 343                                | 17.2                             | 16.9                            |
| 020                   | GROCERIES-OTHER FOODS. . . . .                 | 144                        | 789                                  | 4.4                              | .4                              | 174                   | HANOBAGS . . . . .  | 111                        | 578                                  | 2.1                              | 1.8                             |
| 040                   | MEALS-SNACKS . . . . .                         | 47                         | 1 295                                | 16.2                             | .6                              | 175                   | FURS . . . . .  | 38                         | 688                                  | 3.6                              | 2.2                             |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . .               | 11                         | 220                                  | 16.6                             | .1                              | 176                   | OTHER WOMENS-GIRLS' CLOTHES ACC                               | 75                         | 902                                  | 4.0                              | 2.9                             |
| 100                   | CIGARS-CIGARETTES-TOBACCO. . . . .             | 32B                        | 1 320                                | 2.7                              | .6                              | 180                   | ALL FOOTWEAR. . . . .   | 22                         | 1 276                                | 13.8                             | 4.0                             |
| 200                   | MAJOR APPL-RADIO-TV-MUSICAL INST               | 13                         | 139                                  | 5.0                              | .1                              | 280                   | JEWELRY-OPTICAL GOODS. . . . .                                | 35                         | 213                                  | 1.7                              | .7                              |
| 260                   | KITCHENWARE-HOME FURNISHINGS . .               | 12                         | 120                                  | 5.5                              | .1                              | 500                   | ALL OTHER MERCHANDISE. . . . .                                | 6                          | 123                                  | 1.7                              | .4                              |
| 300                   | SPORTING-RECREATION EQUIPMENT. .               | 32                         | 442                                  | 5.8                              | .2                              | S20                   | NONMERCHANDISE RECEIPTS. . . . .                              | 108                        | 785                                  | 3.0                              | 2.5                             |
| 320                   | HARWARE-GARDENING EQUIPMENT . .                | 42                         | 399                                  | 4.7                              | .2                              | -                     | MISCELLANEOUS MERCHANDISE. . . .                              | (X)                        | 55                                   | (X)                              | .2                              |
| 340                   | LUMBER-BUILDING MATERIALS. . . . .             | 17                         | 122                                  | 7.1                              | .1                              |                       | MILLINERY STORES<br>(SIC 563 PT.)                             |                            |                                      |                                  |                                 |
| 340                   | AUTOMOBILES-TRUCKS . . . . .                   | 70                         | 458                                  | 4.7                              | .2                              |                       | TOTAL <sup>2</sup> . . . . .                                  | 12                         | 364                                  | (X)                              | 100.0                           |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .                 | 1 648                      | 167 003                              | 82.0                             | 82.0                            |                       | CORSET AND LINGERIE STORES<br>(SIC 563 PT.)                   |                            |                                      |                                  |                                 |
| 401                   | GASOLINE . . . . .                             | 1 647                      | 148 371                              | 72.9                             | 72.9                            |                       | TOTAL . . . . .   | -                          | -                                    | (X)                              | -                               |
| 402                   | OTHER AUTOMOTIVE FUELS . . . . .               | 359                        | 10 219                               | 11.8                             | 5.0                             |                       |   |                            |                                      |                                  |                                 |
| 403                   | MOTOR OILS-GREASES-OTHER OILS.                 | 1 509                      | 8 408                                | 4.3                              | 4.1                             |                       |   |                            |                                      |                                  |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                  | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |                                  | Merchandise line code                                     | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                 |  |  |
|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|----------------------------------|---|---------------------------------------|----------------------------|--------------------------------------|---------------------------------|--|--|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 | Amount <sup>1</sup><br>(\$1,000) |   |                                       |                            | As percent of total sales of--       |                                 |  |  |
|                       |  |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |                                  |   |                                       |                            | Establishments handling the line     | All establishments <sup>1</sup> |  |  |
|                       | OTHER WOMEN'S ACCESSORY SPECIALTY STORES (SIC 563 PT.) |                            |                                      |                                  |                                 | 160                              | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                         | 11                                    | 469                        | 14.3                                 | 11.4                            |  |  |
|                       | TOTAL . . . . .  | 6                          | 1 246                                | (X)                              | 100.0                           | 180                              | ALL FOOTWEAR . . . . .                                    | 23                                    | 3 563                      | 86.9                                 | 86.9                            |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                      | 6                          | 1 210                                | 97.1                             | 97.1                            | 181                              | MEN'S AND BOYS' FOOTWEAR . . . . .                        | 6                                     | 96                         | 17.6                                 | 2.3                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 36                                   | (X)                              | 2.9                             | 182                              | WOMEN'S AND GIRLS' FOOTWEAR . . . . .                     | 23                                    | 3 439                      | 83.9                                 | 83.9                            |  |  |
|                       | FURRIERS AND FUR SHOPS (SIC 568)                       |                            |                                      |                                  |                                 | -                                | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                                   | 14                         | (X)                                  | .3                              |  |  |
|                       | TOTAL <sup>2</sup> . . . . .                           | 9                          | 793                                  | (X)                              | 100.0                           | 520                              | NONMERCHANDISE RECEIPTS . . . . .                         | 11                                    | 66                         | 2.1                                  | 1.6                             |  |  |
|                       | MEN'S AND BOYS' CLOTHING FURNISHINGS STORES (SIC 561)  |                            |                                      |                                  |                                 | -                                | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                                   | 3                          | (X)                                  | .1                              |  |  |
|                       | TOTAL . . . . .  | 136                        | 17 405                               | (X)                              | 100.0                           |                                  | CHILDREN'S AND JUVENILES' SHOE STORES (SIC 566 PT.)       |                                       |                            |                                      |                                 |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                       | 136                        | 16 079                               | 92.4                             | 92.4                            |                                  | TOTAL . . . . .   | 2                                     | (0)                        | (X)                                  | 100.0                           |  |  |
| 142                   | BOYS' CLOTHING . . . . .                               | 66                         | 1 253                                | 12.4                             | 7.1                             |                                  | FAMILY SHOE STORES (SIC 566 PT.)                          |                                       |                            |                                      |                                 |  |  |
| 143                   | MEN'S TAILORED OUTERWEAR . . . . .                     | 118                        | 6 486                                | 39.7                             | 37.3                            | 160                              | TOTAL . . . . .   | 128                                   | 13 231                     | (X)                                  | 100.0                           |  |  |
| 144                   | OTHER MEN'S OUTERWEAR . . . . .                        | 119                        | 2 540                                | 15.7                             | 14.6                            |                                  |   | 37                                    | 356                        | 7.9                                  | 2.7                             |  |  |
| 145                   | MEN'S HATS . . . . .                                   | 89                         | 487                                  | 3.5                              | 2.8                             | 180                              | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                         | 128                                   | 12 469                     | 94.2                                 | 94.2                            |  |  |
| 146                   | OTHER MEN'S CLOTHING . . . . .                         | 128                        | 5 333                                | 32.3                             | 30.6                            | 181                              | ALL FOOTWEAR . . . . .                                    | 128                                   | 3 821                      | 28.9                                 | 28.9                            |  |  |
| 180                   | ALL FOOTWEAR . . . . .                                 | 59                         | 938                                  | 9.3                              | 5.4                             | 182                              | MEN'S AND BOYS' FOOTWEAR . . . . .                        | 128                                   | 6 306                      | 47.7                                 | 47.7                            |  |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                        | 5                          | 27                                   | 3.8                              | .2                              | 183                              | WOMEN'S AND GIRLS' FOOTWEAR . . . . .                     | 128                                   | 2 342                      | 18.3                                 | 17.7                            |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                | 4                          | 15                                   | 8.3                              | .1                              | 520                              | CHILDREN'S AND INFANTS' FOOTWR                            | 124                                   | 83                         | 1.7                                  | 2.4                             |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                      | 35                         | 109                                  | 1.6                              | .6                              | -                                | NONMERCHANDISE RECEIPTS . . . . .                         | 44                                    | 322                        | (X)                                  | .6                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 237                                  | (X)                              | 1.4                             |                                  | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                                   |                            |                                      |                                 |  |  |
|                       | CUSTOM TAILORS (SIC 567)                               |                            |                                      |                                  |                                 |                                  | CHILDREN'S AND INFANTS' WR. STRS. (SIC 564)               |                                       |                            |                                      |                                 |  |  |
|                       | TOTAL . . . . .  | 7                          | 439                                  | (X)                              | 100.0                           |                                  | TOTAL <sup>2</sup> . . . . .                              | 26                                    | 1 660                      | (X)                                  | 100.0                           |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                       | 7                          | 427                                  | 97.3                             | 97.3                            |                                  | MISC. APPAREL AND ACCESSORY STRS. (SIC 569)               |                                       |                            |                                      |                                 |  |  |
| 143                   | MEN'S TAILORED OUTERWEAR . . . . .                     | 7                          | 374                                  | 85.2                             | 85.2                            |                                  | TOTAL <sup>2</sup> . . . . .                              | 6                                     | 359                        | (X)                                  | 100.0                           |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 53                                   | (X)                              | 12.1                            |                                  | FURNITURE, HOME FURNISHINGS AND EQUIPMENT STORES (SIC 57) |                                       |                            |                                      |                                 |  |  |
|                       | FAMILY CLOTHING STORES (SIC 565)                       |                            |                                      |                                  |                                 |                                  | TOTAL . . . . .   | 604                                   | 104 201                    | (X)                                  | 100.0                           |  |  |
|                       | TOTAL . . . . .  | 112                        | 31 198                               | (X)                              | 100.0                           | 200                              | CURTAINS-DRAPERIES-DRY GOODS . . . . .                    | 98                                    | 1 709                      | 8.6                                  | 1.6                             |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                       | 112                        | 12 193                               | 39.1                             | 39.1                            | 220                              | MAJOR APPL-RADIO-TV-MUSICAL INST                          | 402                                   | 38 074                     | 67.0                                 | 36.5                            |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                      | 112                        | 12 708                               | 40.7                             | 40.7                            | 240                              | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 297                                   | 53 804                     | 73.9                                 | 51.6                            |  |  |
| 180                   | ALL FOOTWEAR . . . . .                                 | 98                         | 3 629                                | 12.0                             | 11.6                            | 260                              | KITCHENWARE-HOME FURNISHINGS . . . . .                    | 153                                   | 3 822                      | 14.5                                 | 3.7                             |  |  |
| 200                   | CURTAINS-ORAPERIES-DRY GOODS . . . . .                 | 77                         | 1 584                                | 10.1                             | 5.0                             | 280                              | JEWELRY-OPTICAL GOODS . . . . .                           | 8                                     | 94                         | 11.1                                 | .1                              |  |  |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                       | 14                         | 66                                   | 1.0                              | .2                              | 300                              | SPORTING-RECREATION EQUIPMENT . . . . .                   | 58                                    | 322                        | 5.3                                  | .3                              |  |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                        | 11                         | 62                                   | 2.3                              | .2                              | 320                              | HARDWARE-GARDENING EQUIPMENT . . . . .                    | 58                                    | 1 084                      | 15.6                                 | 1.0                             |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                | 11                         | 49                                   | 1.2                              | .2                              | 340                              | LUMBER-BUILDING MATERIALS . . . . .                       | 36                                    | 790                        | 12.6                                 | .8                              |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                        | 19                         | 148                                  | 3.6                              | .5                              | 420                              | AUTO TIRES-BATTERIES-ACCESS . . . . .                     | 28                                    | 192                        | 6.6                                  | .2                              |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                      | 41                         | 649                                  | 5.0                              | 2.1                             | 500                              | ALL OTHER MERCHANDISE . . . . .                           | 27                                    | 475                        | 7.8                                  | .5                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 139                                  | (X)                              | .4                              | 520                              | NONMERCHANDISE RECEIPTS . . . . .                         | 276                                   | 3 612                      | 6.3                                  | 3.5                             |  |  |
|                       | SHOE STORES (SIC 566)                                  |                            |                                      |                                  |                                 | -                                | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                                   | 223                        | (X)                                  | .2                              |  |  |
|                       | TOTAL . . . . .  | 163                        | 18 295                               | (X)                              | 100.0                           |                                  | FURNITURE STORES (SIC 5712)                               |                                       |                            |                                      |                                 |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.                       | 19                         | 339                                  | 15.2                             | 1.9                             |                                  | TOTAL . . . . .   | 178                                   | 45 280                     | (X)                                  | 100.0                           |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                      | 48                         | 825                                  | 10.9                             | 4.5                             | 200                              | CURTAINS-DRAPERIES-DRY GOODS . . . . .                    | 49                                    | 530                        | 5.4                                  | 1.2                             |  |  |
| 180                   | ALL FOOTWEAR . . . . .                                 | 163                        | 16 879                               | 92.3                             | 92.3                            | 220                              | MAJOR APPL-RADIO-TV-MUSICAL INST                          | 59                                    | 3 881                      | 24.8                                 | 8.6                             |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                      | 68                         | 223                                  | 2.6                              | 1.2                             | 240                              | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 178                                   | 39 068                     | 86.3                                 | 86.3                            |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 28                                   | (X)                              | .2                              | 243                              | SLEEP EQUIPMENT . . . . .                                 | 159                                   | 3 555                      | 12.9                                 | 7.9                             |  |  |
|                       | MEN'S SHOE STORES (SIC 566 PT.)                        |                            |                                      |                                  |                                 | 244                              | OTHER HOUSEHOLD FURNITURE . . . . .                       | 175                                   | 30 131                     | 66.9                                 | 66.5                            |  |  |
|                       | TOTAL . . . . .  | 10                         | (0)                                  | (X)                              | 100.0                           | 245                              | FLOOR COVERINGS-SOFT SURFACE . . . . .                    | 151                                   | 4 529                      | 17.0                                 | 10.0                            |  |  |
| 180                   | ALL FOOTWEAR . . . . .                                 | 10                         |                                      |                                  |                                 | 246                              | FLOOR COVERINGS-HARD SURFACE . . . . .                    | 88                                    | 603                        | 5.2                                  | 1.3                             |  |  |
| 181                   | MEN'S AND BOYS' FOOTWEAR . . . . .                     | 10                         |                                      |                                  |                                 | 247                              | NONHOUSEHOLD FURNITURE . . . . .                          | 34                                    | 222                        | 4.8                                  | .5                              |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                      | 10                         |                                      |                                  |                                 | 260                              | KITCHENWARE-HOME FURNISHINGS . . . . .                    | 60                                    | 530                        | 4.4                                  | 1.2                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        |                                      |                                  |                                 | 300                              | SPORTING-RECREATION EQUIPMENT . . . . .                   | 5                                     | 24                         | 5.2                                  | .1                              |  |  |
|                       | WOMEN'S SHOE STORES (SIC 566 PT.)                      |                            |                                      |                                  |                                 | 320                              | HARDWARE-GARDENING EQUIPMENT . . . . .                    | 7                                     | 156                        | 10.3                                 | .3                              |  |  |
|                       | TOTAL . . . . .  | 23                         | 4 101                                | (X)                              | 100.0                           | 340                              | LUMBER-BUILDING MATERIALS . . . . .                       | 9                                     | 113                        | 3.9                                  | .2                              |  |  |
|                       |  |                            |                                      |                                  |                                 | 500                              | ALL OTHER MERCHANDISE . . . . .                           | 9                                     | 71                         | 4.6                                  | .2                              |  |  |
|                       |  |                            |                                      |                                  |                                 | 520                              | NONMERCHANDISE RECEIPTS . . . . .                         | 45                                    | 695                        | 2.6                                  | 1.5                             |  |  |
|                       |  |                            |                                      |                                  |                                 | -                                | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                                   | 212                        | (X)                                  | .5                              |  |  |
|                       |  |                            |                                      |                                  |                                 |                                  | HOME FURNISHINGS STORES (OTHER 571)                       |                                       |                            |                                      |                                 |  |  |
|                       |  |                            |                                      |                                  |                                 |                                  | TOTAL . . . . .   | 83                                    | 15 701                     | (X)                                  | 100.0                           |  |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.



TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                 | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line  | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |      |  |
|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|------|--|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |      |  |
|                       |   |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |                       |  |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |      |  |
| 200                   | CURTAINS—DRAPERIES—ORY GOOD5 . . . . .                | 30                         | 942                                  | 14.1                             | 6.0                             |                       |  |                            |                                      |                                  |                                 |      |  |
| 220                   | MAJOR APPL—RADIO—TV—MUSICAL INST                      | 4                          | 66                                   | 9.7                              | .4                              |                       |  |                            |                                      |                                  |                                 |      |  |
| 240                   | FURNITURE—SLEEP EQUIP—FLOOR COV.                      | 70                         | 11 734                               | 79.8                             | 74.7                            |                       |  |                            |                                      |                                  |                                 |      |  |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .                | 24                         | 1 128                                | 50.7                             | 7.2                             |                       |  |                            |                                      |                                  |                                 |      |  |
| 340                   | LUMBER—BUILDING MATERIALS . . . . .                   | 7                          | 542                                  | 31.5                             | 3.5                             |                       |  |                            |                                      |                                  |                                 |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                       | 4                          | 113                                  | 5.1                              | .7                              |                       |  |                            |                                      |                                  |                                 |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                     | 26                         | 757                                  | 9.2                              | 4.8                             |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 419                                  | (X)                              | 2.7                             |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | FLOOR COVERINGS STORES<br>(SIC 5713)                  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL . . . . .                                       | 59                         | 13 957                               | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |
| 200                   | CURTAINS—ORAPERIES—ORY GOOD5 . . . . .                | 16                         | 533                                  | 8.7                              | 3.8                             | 220                   | RECORD SHOPS<br>(SIC 5733 PT.)         |                            |                                      |                                  |                                 |      |  |
| 240                   | FURNITURE—SLEEP EQUIP—FLOOR COV.                      | 13                         | 1 626                                | 83.3                             | 83.3                            | 228                   | PIANOS . . . . .                       | 18                         |                                      |                                  | 96.4                            | 96.4 |  |
| 340                   | LUMBER—BUILDING MATERIALS . . . . .                   | 7                          | 539                                  | 32.7                             | 3.9                             | 229                   | ORGANS . . . . .                       | 31                         |                                      |                                  | 26.0                            | 16.7 |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                     | 21                         | 721                                  | 9.8                              | 5.2                             | 231                   | MUSICAL INSTR—ACCESSORIES . . . . .    | 25                         |                                      |                                  | 28.2                            | 24.2 |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 433                                  | (X)                              | 3.1                             | 232                   | RADIO5 PHONO—TAPE RECORDS—TV'S         | 14                         |                                      |                                  | 39.0                            | 33.7 |  |
|                       | DRAPERY; CURTAIN; AND UPHOLSTERY<br>STORES (SIC 5714) |                            |                                      |                                  |                                 | 233                   | RECORDS—TAPES—RELATED ACCESS.          | 13                         |                                      | (0)                              | 19.0                            | 11.2 |  |
|                       | TOTAL . . . . .                                       | 13                         | 513                                  | (X)                              | 100.0                           | 234                   | SHEET MUSIC—RELATED ITEMS . . . . .    | 24                         |                                      |                                  | 4.0                             | 2.7  |  |
| 200                   | CURTAINS—ORAPERIES—ORY GOOD5 . . . . .                | 13                         | 403                                  | 78.6                             | 78.6                            |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 110                                  | (X)                              | 21.4                            | 520                   | NONMERCHANDISE RECEIPTS . . . . .      | 18                         |                                      |                                  | 6.6                             | 3.6  |  |
|                       | CHINA; GLASSWARE; AND METALWARE<br>STORES (SIC 5715)  |                            |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .    | (X)                        |                                      |                                  | (X)                             | .1   |  |
|                       | TOTAL . . . . .                                       | 6                          | 714                                  | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .                | 6                          | 545                                  | 76.3                             | 76.3                            |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 169                                  | (X)                              | 23.7                            |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | MISCELLANEOUS HOME FURNISHINGS<br>STORES (SIC 5719)   |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                          | 5                          | 517                                  | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | HOUSEHOLD APPLIANCE STORES<br>(SIC 572)               |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL . . . . .                                       | 234                        | 27 430                               | (X)                              | 100.0                           | 020                   | GROCERIES—OTHER FOODS . . . . .        | 191                        | 1 510                                | 10.3                             | .9                              |      |  |
| 200                   | CURTAINS—ORAPERIES—ORY GOOD5 . . . . .                | 19                         | 236                                  | 12.1                             | .9                              | 040                   | MEALS—SNACKS . . . . .                 | 2 250                      | 107 263                              | 76.8                             | 65.2                            |      |  |
| 220                   | MAJOR APPL—RADIO—TV—MUSICAL INST                      | 229                        | 19 458                               | 75.5                             | 70.9                            | 060                   | ALCOHOLIC DRINKS . . . . .             | 1 242                      | 44 726                               | 50.0                             | 27.2                            |      |  |
| 224                   | NEW MAJOR APPLIANCES . . . . .                        | 229                        | 13 888                               | 53.9                             | 50.6                            | 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . . | 531                        | 6 589                                | 16.1                             | 4.0                             |      |  |
| 225                   | NEW RADIOS—TV'S ETC. . . . .                          | 113                        | 5 053                                | 25.0                             | 18.4                            | 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .    | 815                        | 2 419                                | 4.6                              | 1.5                             |      |  |
| 226                   | USED MAJOR APPL—RADIO5—TV'S . . . . .                 | 89                         | 483                                  | 4.2                              | 1.8                             | 280                   | JEWELRY—OPTICAL GOODS . . . . .        | 5                          | 86                                   | 7.6                              | .1                              |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 14                                   | (X)                              | .1                              | 400                   | AUTO FUELS—LUBRICANTS . . . . .        | 20                         | 329                                  | 25.0                             | .2                              |      |  |
|                       | FURNITURE—SLEEP EQUIP—FLOOR COV.                      | 45                         | 2 946                                | 26.1                             | 10.7                            | 500                   | ALL OTHER MERCHANDISE . . . . .        | 41                         | 300                                  | 5.4                              | .2                              |      |  |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .                | 58                         | 2 084                                | 19.6                             | 7.6                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .      | 344                        | 1 128                                | 4.6                              | .7                              |      |  |
| 300                   | SPORTING—RECREATION EQUIPMENT . . . . .               | 26                         | 212                                  | 8.1                              | .8                              | -                     | MISCELLANEOUS MERCHANDISE . . . . .    | (X)                        | 207                                  | (X)                              | .1                              |      |  |
| 320                   | HARDWARE—GARDENING EQUIPMENT . . . . .                | 34                         | 577                                  | 17.2                             | 2.1                             |                       |  |                            |                                      |                                  |                                 |      |  |
| 340                   | LUMBER—BUILDING MATERIALS . . . . .                   | 19                         | 134                                  | 5.8                              | .5                              |                       |  |                            |                                      |                                  |                                 |      |  |
| 420                   | AUTO TIRES—BATTERIES—ACCESS. . . . .                  | 25                         | 163                                  | 6.1                              | .6                              |                       |  |                            |                                      |                                  |                                 |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                       | 7                          | 198                                  | 11.8                             | .7                              |                       |  |                            |                                      |                                  |                                 |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                     | 143                        | 1 361                                | 10.4                             | 5.0                             |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 61                                   | (X)                              | .2                              |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | RADIO AND TELEVISION STORES<br>(SIC 5732)             |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL . . . . .                                       | 64                         | 7 463                                | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |
| 220                   | MAJOR APPL—RADIO—TV—MUSICAL INST                      | 64                         | 6 630                                | 88.8                             | 88.8                            | 020                   | GROCERIES—OTHER FOODS . . . . .        | 83                         | 636                                  | 8.7                              | .7                              |      |  |
| 224                   | NEW MAJOR APPLIANCES . . . . .                        | 24                         | 1 143                                | 26.7                             | 15.3                            | 040                   | MEALS—SNACKS . . . . .                 | 1 216                      | 73 867                               | 84.2                             | 84.2                            |      |  |
| 225                   | NEW RADIOS—TV'S ETC. . . . .                          | 64                         | 5 189                                | 69.5                             | 69.5                            | 060                   | ALCOHOLIC DRINKS . . . . .             | 323                        | 9 771                                | 25.6                             | 11.1                            |      |  |
| 226                   | USED MAJOR APPL—RADIO5—TV'S . . . . .                 | 32                         | 191                                  | 4.3                              | 2.6                             | 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . . | 115                        | 1 106                                | 9.3                              | 1.3                             |      |  |
| 227                   | RECORDS—TAPES—MUSICAL INSTR. . . . .                  | 8                          | 102                                  | 11.7                             | 1.4                             | 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .    | 308                        | 949                                  | 3.7                              | 1.1                             |      |  |
|                       | KITCHENWARE—HOME FURNISHINGS . . . . .                | 11                         | 80                                   | 4.8                              | 1.1                             | 280                   | JEWELRY—OPTICAL GOODS . . . . .        | 4                          | 84                                   | 4.0                              | .1                              |      |  |
| 264                   | SMALL ELECTRICAL APPLIANCES . . . . .                 | 8                          | 35                                   | 6.4                              | .5                              | 400                   | AUTO FUELS—LUBRICANTS . . . . .        | 7                          | 256                                  | 33.3                             | .3                              |      |  |
| 265                   | ALL OTHER KITCHENWR—HOUSEWR. . . . .                  | 5                          | 45                                   | 3.4                              | .6                              | 500                   | ALL OTHER MERCHANDISE . . . . .        | 24                         | 233                                  | 4.5                              | .3                              |      |  |
|                       | HARDWARE—GARDENING EQUIPMENT . . . . .                | 4                          | 74                                   | 10.7                             | 1.0                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .      | 169                        | 751                                  | 4.9                              | .9                              |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                       | 6                          | 91                                   | 11.7                             | 1.2                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .    | (X)                        | 43                                   | (X)                              | (Z)                             |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                     | 44                         | 518                                  | 8.4                              | 6.9                             |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 70                                   | (X)                              | .9                              |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | CAFETERIAS<br>(SIC 5812 PT.)                          |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL . . . . .                                       | 70                         | 6 681                                | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .                | 11                         | 80                                   | 4.8                              | 1.1                             | 020                   | GROCERIES—OTHER FOODS . . . . .        | 7                          | 175                                  | 18.0                             | 2.6                             |      |  |
| 264                   | SMALL ELECTRICAL APPLIANCES . . . . .                 | 8                          | 35                                   | 6.4                              | .5                              | 040                   | MEALS—SNACKS . . . . .                 | 70                         | 6 343                                | 94.9                             | 94.9                            |      |  |
| 265                   | ALL OTHER KITCHENWR—HOUSEWR. . . . .                  | 5                          | 45                                   | 3.4                              | .6                              | 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .    | 14                         | 63                                   | 3.8                              | .9                              |      |  |
|                       | HARDWARE—GARDENING EQUIPMENT . . . . .                | 4                          | 74                                   | 10.7                             | 1.0                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .      | 15                         | 37                                   | 2.3                              | .6                              |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                       | 6                          | 91                                   | 11.7                             | 1.2                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .    | (X)                        | 63                                   | (X)                              | .9                              |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                     | 44                         | 518                                  | 8.4                              | 6.9                             |                       |  |                            |                                      |                                  |                                 |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                   | (X)                        | 70                                   | (X)                              | .9                              |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | REFRESHMENT PLACES<br>(SIC 5812 PT.)                  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |      |  |
|                       | TOTAL . . . . .                                       | 494                        | 24 577                               | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |      |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

NA Not available.

X Not applicable.

Z Less than .05 percent.

<sup>1</sup>Detail may not add to total due to rounding.

<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line          | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                             |                                 | Merchandise line code                           | Kind of business and merchandise line     | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                             |                                 |  |  |
|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|-----------------------------|---------------------------------|---|---|----------------------------|--------------------------------------|----------------------------------|-----------------------------|---------------------------------|--|--|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                             |                                 |   |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                             |                                 |  |  |
|                       |  |                            |                                      | Establishments handling the line | Establishments <sup>2</sup> | All establishments <sup>3</sup> |   |   |                            |                                      | Establishments handling the line | Establishments <sup>2</sup> | All establishments <sup>3</sup> |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 44                         | 595                                  | 16.6                             | 2.4                         |                                 | MISCELLANEOUS RETAIL STORES<br>(SIC 59 EX. 591) |   |                            |                                      |                                  |                             |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 494                        | 23 137                               | 94.1                             | 94.1                        |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                     | 17                         | 266                                  | 15.9                             | 1.1                         |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 080                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 98                         | 155                                  | 4.4                              | 0.6                         |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 100                   | ALL OTHER MERCHANDISE . . . . .                | 12                         | 54                                   | 18.1                             | 2.2                         |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 90                         | 198                                  | 4.2                              | .8                          | 020                             | GROCERIES-OTHER FOODS . . . . .                 | 125                                       | 5 123                      | 18.2                                 | 1.9                              |                             |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                        | 172                                  | (X)                              | .7                          | 040                             | MEALS-SNACKS . . . . .                          | 76  | 583                        | 8.6                                  | .2                               |                             |                                 |  |  |
|                       | DRINKING PLACES (ALCOHOLIC BEV.)<br>(SIC 5813) |                            |                                      |                                  |                             | 060                             | ALCOHOLIC DRINKS . . . . .                      | 75  | 2 037                      | 22.5                                 | .7                               |                             |                                 |  |  |
|                       | TOTAL . . . . .                                | 898                        | 45 603                               | (X)                              | 100.0                       | 080                             | PACKAGED ALCOHOLIC BEVERAGES . . . . .          | 300                                       | 23 646                     | 80.3                                 | 8.6                              |                             |                                 |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 57                         | 104                                  | 2.9                              | .2                          | 100                             | CIGARS-CIGARETTES-TOBACCO . . . . .             | 176                                       | 2 189                      | 14.0                                 | .8                               |                             |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 470                        | 3 916                                | 16.9                             | 8.6                         | 120                             | COSMETICS-DRUGS-CLEANERS . . . . .              | 47  | 517                        | 2.0                                  | .2                               |                             |                                 |  |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                     | 898                        | 34 643                               | 76.0                             | 76.0                        | 140                             | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .       | 56  | 818                        | 3.0                                  | .3                               |                             |                                 |  |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .         | 411                        | 5 464                                | 21.2                             | 12.0                        | 160                             | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 52  | 660                        | 2.2                                  | .2                               |                             |                                 |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 395                        | 1 251                                | 5.8                              | 2.7                         | 180                             | ALL FOOTWEAR . . . . .                          | 48  | 502                        | 2.1                                  | .2                               |                             |                                 |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 70                         | 141                                  | 4.2                              | .3                          | 200                             | CURTAINS-DRAPERIES-DRY GOODS . . . . .          | 27  | 341                        | 1.5                                  | .1                               |                             |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                        | 84                                   | (X)                              | .2                          | 220                             | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .      | 106                                       | 1 753                      | 8.2                                  | .6                               |                             |                                 |  |  |
|                       | DRUG STORES AND PROPRIETARY STRS.<br>(SIC 591) |                            |                                      |                                  |                             | 240                             | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . .        | 42  | 1 019                      | 44.8                                 | .4                               |                             |                                 |  |  |
|                       | TOTAL . . . . .                                | 481                        | 77 529                               | (X)                              | 100.0                       | 420                             | KITCHENWARE-HOME FURNISHINGS . . . . .          | 119                                       | 1 705                      | 9.0                                  | .6                               |                             |                                 |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 106                        | 2 001                                | 6.1                              | 2.6                         | 280                             | JEWELRY-OPTICAL GOODS . . . . .                 | 209                                       | 12 647                     | 54.1                                 | 4.6                              |                             |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 105                        | 1 784                                | 9.8                              | 2.3                         | 300                             | SPORTING-RECREATION EQUIPMENT . . . . .         | 106                                       | 4 719                      | 31.4                                 | 1.7                              |                             |                                 |  |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .         | 40                         | 1 818                                | 16.1                             | 2.3                         | 320                             | HARDWARE-GARDENING EQUIPMENT . . . . .          | 125                                       | 5 105                      | 10.2                                 | 1.8                              |                             |                                 |  |  |
| 080                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 269                        | 4 818                                | 8.1                              | 5.7                         | 340                             | LUMBER-BUILDING MATERIALS . . . . .             | 88  | 6 253                      | 14.7                                 | 2.3                              |                             |                                 |  |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 481                        | 55 990                               | 72.2                             | 72.2                        | 380                             | AUTOMOBILES-TRUCKS . . . . .                    | 20  | 435                        | 50.0                                 | .2                               |                             |                                 |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .      | 20                         | 248                                  | 1.5                              | .3                          | 400                             | AUTO FUELS-LUBRICANTS . . . . .                 | 72  | 3 664                      | 10.6                                 | 1.3                              |                             |                                 |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .   | 26                         | 997                                  | 4.9                              | 1.3                         | 420                             | AUTO TIRES-BATTERIES-ACCESS. . . . .            | 106                                       | 3 719                      | 9.1                                  | 1.3                              |                             |                                 |  |  |
| 180                   | ALL FOOTWEAR . . . . .                         | 70                         | 94                                   | .7                               | .1                          | 440                             | FARM EQUIPMENT MACHINERY . . . . .              | 68  | 5 200                      | 11.1                                 | 1.9                              |                             |                                 |  |  |
| 200                   | CURTAINS-DRAPERIES-DRY GOODS . . . . .         | 20                         | 125                                  | 1.8                              | .2                          | 460                             | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .          | 626                                       | 150 861                    | 78.1                                 | 54.6                             |                             |                                 |  |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .     | 33                         | 809                                  | 3.1                              | 1.0                         | 480                             | HOUSEHOLD FUELS-ICE . . . . .                   | 200                                       | 16 788                     | 27.4                                 | 6.1                              |                             |                                 |  |  |
| 240                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 74                         | 1 180                                | 3.9                              | 1.5                         | 500                             | ALL OTHER MERCHANDISE . . . . .                 | 444                                       | 21 692                     | 89.7                                 | 7.9                              |                             |                                 |  |  |
| 260                   | JEWELRY-OPTICAL GOODS . . . . .                | 147                        | 841                                  | 2.3                              | 1.1                         | 520                             | NONMERCHANDISE RECEIPTS . . . . .               | 511                                       | 4 160                      | 4.5                                  | 1.5                              |                             |                                 |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .        | 26                         | 770                                  | 3.4                              | 1.0                         |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .         | 45                         | 648                                  | 2.4                              | .8                          |                                 | LIQUOR STORES<br>(SIC 592)                      |   |                            |                                      |                                  |                             |                                 |  |  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .            | 23                         | 156                                  | 1.6                              | .2                          |                                 | TOTAL . . . . .                                 | 296                                       | 28 207                     | (X)                                  | 100.0                            |                             |                                 |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                | 5                          | 162                                  | 1.5                              | .2                          | 020                             | GROCERIES-OTHER FOODS . . . . .                 | 81  | 801                        | 11.0                                 | 2.8                              |                             |                                 |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .           | 9                          | 120                                  | 2.9                              | .2                          | 040                             | MEALS-SNACKS . . . . .                          | 66  | 511                        | 8.2                                  | 1.8                              |                             |                                 |  |  |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .         | 15                         | 58                                   | 4.0                              | .1                          | 060                             | ALCOHOLIC DRINKS . . . . .                      | 74  | 2 028                      | 24.4                                 | 7.2                              |                             |                                 |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 204                        | 4 858                                | 10.2                             | 6.3                         | 080                             | PACKAGED ALCOHOLIC BEVERAGES . . . . .          | 296                                       | 23 558                     | 83.5                                 | 83.5                             |                             |                                 |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 77                         | 398                                  | 2.2                              | .5                          | 100                             | CIGARS-CIGARETTES-TOBACCO . . . . .             | 129                                       | 940                        | 7.3                                  | 3.3                              |                             |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                        | 50                                   | (X)                              | .1                          | 120                             | COSMETICS-DRUGS-CLEANERS . . . . .              | 45  | 110                        | 1.9                                  | .4                               |                             |                                 |  |  |
|                       | DRUG STORES<br>(SIC 591 PT.)                   |                            |                                      |                                  |                             | 140                             | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .       | (X)                                       | 259                        | (X)                                  | .9                               |                             |                                 |  |  |
|                       | TOTAL . . . . .                                | 454                        | 76 668                               | (X)                              | 100.0                       |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 102                        | 1 990                                | 6.1                              | 2.6                         |                                 | ANTIQUE STORES<br>(SIC 5932)                    |   |                            |                                      |                                  |                             |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 100                        | 1 759                                | 9.8                              | 2.3                         |                                 | TOTAL . . . . .                                 | 3   | (0)                        | (X)                                  | 100.0                            |                             |                                 |  |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .         | 38                         | 1 800                                | 16.0                             | 2.3                         |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 259                        | 4 363                                | 8.1                              | 5.7                         |                                 | SECONDHAND STORES<br>(SIC 5933)                 |   |                            |                                      |                                  |                             |                                 |  |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 454                        | 55 361                               | 72.2                             | 72.2                        |                                 | TOTAL . . . . .                                 | 80  | (0)                        | (X)                                  | 100.0                            |                             |                                 |  |  |
| 121                   | MEDICINES EXC. PRESCRIPTION . . . . .          | 431                        | 19 248                               | 26.3                             | 25.1                        | 140                             | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .       | 19  |                            |                                      |                                  | 35.2                        | 7.8                             |  |  |
| 122                   | PRESCRIPTION MEDICINES . . . . .               | 454                        | 25 597                               | 33.4                             | 33.4                        | 160                             | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 20  |                            |                                      |                                  | 28.9                        | 4.4                             |  |  |
| 123                   | ALL OTHER DRUGS-PROPRIETARIES . . . . .        | 324                        | 10 514                               | 18.3                             | 13.7                        | 180                             | ALL FOOTWEAR . . . . .                          | 13  |                            |                                      |                                  | 6.0                         | .7                              |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .      | 20                         | 246                                  | 1.4                              | .3                          | 200                             | CURTAINS-DRAPERIES-DRY GOODS . . . . .          | 14  |                            |                                      |                                  | 14.5                        | 2.7                             |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .   | 24                         | 994                                  | 4.8                              | 1.3                         | 220                             | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .      | 31  |                            |                                      |                                  | 16.2                        | 6.4                             |  |  |
| 180                   | ALL FOOTWEAR . . . . .                         | 19                         | 94                                   | .7                               | .1                          | 240                             | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . .        | 25  |                            |                                      |                                  | 42.1                        | 15.3                            |  |  |
| 200                   | CURTAINS-DRAPERIES-DRY GOODS . . . . .         | 6                          | 122                                  | 1.7                              | .2                          | 260                             | KITCHENWARE-HOME FURNISHINGS . . . . .          | 25  |                            |                                      |                                  | 11.4                        | 3.1                             |  |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .     | 32                         | 804                                  | 3.1                              | 1.0                         | 280                             | JEWELRY-OPTICAL GOODS . . . . .                 | 15  |                            |                                      |                                  | 30.3                        | 4.7                             |  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 71                         | 1 167                                | 3.9                              | 1.5                         | 300                             | SPORTING-RECREATION EQUIPMENT . . . . .         | 14  |                            |                                      |                                  | 17.2                        | 3.4                             |  |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                | 141                        | 833                                  | 2.3                              | 1.1                         | 320                             | HARDWARE-GARDENING EQUIPMENT . . . . .          | 6   |                            |                                      |                                  | 12.5                        | .9                              |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .        | 25                         | 765                                  | 3.4                              | 1.0                         | 380                             | AUTOMOBILES-TRUCKS . . . . .                    | 16  |                            |                                      |                                  | 38.7                        | 8.1                             |  |  |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .         | 45                         | 644                                  | 2.4                              | .8                          | 400                             | AUTO FUELS-LUBRICANTS . . . . .                 | 5   |                            |                                      |                                  | 5.7                         | .2                              |  |  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .            | 23                         | 155                                  | 1.6                              | .2                          | 420                             | AUTO TIRES-BATTERIES-ACCESS. . . . .            | 28  |                            |                                      |                                  | 80.9                        | 24.2                            |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                | 4                          | 161                                  | 1.5                              | .2                          | 460                             | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .          | 5   |                            |                                      |                                  | 26.0                        | 3.8                             |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .           | 9                          | 119                                  | 2.9                              | .2                          | 500                             | ALL OTHER MERCHANDISE . . . . .                 | 17  |                            |                                      |                                  | 49.6                        | 7.6                             |  |  |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .         | 14                         | 46                                   | 4.1                              | .1                          | 520                             | NONMERCHANDISE RECEIPTS . . . . .               | 20  |                            |                                      |                                  | 7.7                         | 2.1                             |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 197                        | 4 831                                | 10.1                             | 6.3                         | -                               | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                                       |                            |                                      |                                  | (X)                         | 4.4                             |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 73                         | 364                                  | 2.2                              | .5                          |                                 |   |   |                            |                                      |                                  |                             |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                        | 50                                   | (X)                              | .1                          |                                 | SPORTING GOODS STORES<br>(SIC 5952)             |   |                            |                                      |                                  |                             |                                 |  |  |
|                       | PROPRIETARY STORES<br>(SIC 591 PT.)            |                            |                                      |                                  |                             |                                 | TOTAL . . . . .                                 | 51  | 4 598                      | (X)                                  | 100.0                            |                             |                                 |  |  |
|                       | TOTAL <sup>2</sup> . . . . .                   | 27                         | 861                                  | (X)                              | 100.0                       |                                 | 140   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . . | 5                          | 74                                   | 11.5                             | 1.6                         |                                 |  |  |
|                       |  |                            |                                      |                                  |                             |                                 | 180   | ALL FOOTWEAR . . . . .                    | 8                          | 90                                   | 6.1                              | 2.0                         |                                 |  |  |

Standard Notes: - Represents zero. 0 Withheld to avoid disclosure.

<sup>1</sup> Debit may not add total due to rounding.

<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

NA Not available.

X Not applicable.

Z Less than 0.05 percent.





TABLE 1. The State: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line           | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code                            | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|--|---------------------------------------|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |  |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |
|                       |   |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |  |                                       |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |
|                       | HOBBY, TOY, AND GAME SHOPS<br>(SIC 5995)        |                            |                                      |                                  |                                 | MAIL ORDER HOUSES<br>(SIC 532)                   |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                    | 25                         | 1 161                                | (X)                              | 100.0                           | TOTAL . . . . .                                  | 49                                    | 10 790                     | (X)                                  | 100.0                            |                                 |
|                       | CAMERA AND PHOTO SUPPLY STORES<br>(SIC 5996)    |                            |                                      |                                  |                                 | 120 COSMETICS-ORUGS-CLEANERS . . . . .           | 26                                    | 437                        | 6.6                                  | 4.1                              |                                 |
|                       | TOTAL . . . . .                                 | 18                         | 1 745                                | (X)                              | 100.0                           | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .    | 31                                    | 571                        | 6.1                                  | 5.3                              |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 18                         | 1 496                                | 85.7                             | 85.7                            | 160 WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . . | 29                                    | 1 366                      | 19.3                                 | 12.7                             |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 12                         | 155                                  | 8.9                              | 8.9                             | 180 ALL FOOTWEAR . . . . .                       | 31                                    | 252                        | 2.6                                  | 2.3                              |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 94                                   | (X)                              | 5.4                             | 200 CURTAINS-ORAPERIES-ORY GOODS . . . . .       | 31                                    | 636                        | 7.3                                  | 5.9                              |                                 |
|                       | GIFT, NOVELTY, AND SOUVENIR SHOPS<br>(SIC 5997) |                            |                                      |                                  |                                 | 220 MAJOR APPL-RADIO-TV-MUSICAL INST             | 30                                    | 843                        | 9.6                                  | 7.8                              |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                    | 40                         | 2 186                                | (X)                              | 100.0                           | 240 FURNITURE-SLEEP EQUIP-FLOOR COV.             | 30                                    | 367                        | 4.2                                  | 3.4                              |                                 |
|                       | OPTICAL GOODS STORES<br>(SIC 5999 PT.)          |                            |                                      |                                  |                                 | 260 KITCHENWARE-HOME FURNISHINGS . . . . .       | 29                                    | 334                        | 4.7                                  | 3.1                              |                                 |
|                       | TOTAL . . . . .                                 | 25                         | 2 547                                | (X)                              | 100.0                           | 280 JEWELRY-OPTICAL GOODS . . . . .              | 30                                    | 131                        | 1.5                                  | 1.2                              |                                 |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                 | 25                         | 2 505                                | 98.4                             | 98.4                            | 300 SPORTING-RECREATION EQUIPMENT . . . . .      | 41                                    | 1 064                      | 11.0                                 | 9.9                              |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 42                                   | (X)                              | 1.6                             | 320 HARDWARE-GARDENING EQUIPMENT . . . . .       | 31                                    | 408                        | 4.7                                  | 3.8                              |                                 |
|                       | RETAIL STORES, N.E.C.<br>(SIC 5999 PT.)         |                            |                                      |                                  |                                 | 340 LUMBER-BUILDING MATERIALS . . . . .          | 28                                    | 366                        | 4.6                                  | 3.4                              |                                 |
|                       | TOTAL . . . . .                                 | 78                         | 4 634                                | (X)                              | 100.0                           | 420 AUTO TIRES-BATTERIES-ACCESS . . . . .        | 30                                    | 274                        | 3.0                                  | 2.5                              |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 78                         | 4 395                                | 94.8                             | 94.8                            | 440 FARM EQUIPMENT MACHINERY . . . . .           | 13                                    | 194                        | 3.2                                  | 1.2                              |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 22                         | 118                                  | 9.2                              | 2.5                             | 500 ALL OTHER MERCHANDISE . . . . .              | 40                                    | 2 190                      | 24.4                                 | 20.3                             |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 121                                  | (X)                              | 2.6                             | 520 NONMERCHANDISE RECEIPTS . . . . .            | 39                                    | 1 335                      | 14.1                                 | 12.4                             |                                 |
|                       | NONSTORE RETAILERS<br>(SIC 53 PART*)            |                            |                                      |                                  |                                 | - MISCELLANEOUS MERCHANDISE . . . . .            | (X)                                   | 82                         | (X)                                  | .8                               |                                 |
|                       | TOTAL . . . . .                                 | 130                        | 26 469                               | (X)                              | 100.0                           |  |                                       |                            |                                      |                                  |                                 |
| 020                   | GROCERIES-OTHER FOODS . . . . .                 | 23                         | 5 045                                | 76.7                             | 19.1                            |  |                                       |                            |                                      |                                  |                                 |
| 040                   | MEALS-SNACKS . . . . .                          | 10                         | 1 502                                | 100.0                            | 5.7                             | 020 GROCERIES-OTHER FOODS . . . . .              | 7                                     | 1 145                      | 60.8                                 | 15.1                             |                                 |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .             | 25                         | 2 522                                | 41.8                             | 9.5                             | 120 COSMETICS-ORUGS-CLEANERS . . . . .           | 5                                     | 490                        | 100.0                                | 6.5                              |                                 |
| 120                   | COSMETICS-ORUGS-CLEANERS . . . . .              | 32                         | 930                                  | 11.5                             | 3.5                             | 220 MAJOR APPL-RADIO-TV-MUSICAL INST             | 6                                     | 330                        | 100.0                                | 4.4                              |                                 |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .       | 33                         | 707                                  | 6.5                              | 2.7                             | 340 LUMBER-BUILDING MATERIALS . . . . .          | 7                                     | 655                        | 78.8                                 | 8.6                              |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 31                         | 1 601                                | 19.1                             | 6.0                             | 500 ALL OTHER MERCHANDISE . . . . .              | 17                                    | 3 030                      | 78.7                                 | 40.0                             |                                 |
| 180                   | ALL FOOTWEAR . . . . .                          | 31                         | 254                                  | 2.4                              | 1.0                             | - MISCELLANEOUS MERCHANDISE . . . . .            | (X)                                   | 1 933                      | (X)                                  | 25.5                             |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .          | 32                         | 1 123                                | 10.9                             | 4.2                             |  |                                       |                            |                                      |                                  |                                 |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST                | 36                         | 1 173                                | 11.0                             | 4.4                             |  |                                       |                            |                                      |                                  |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                | 33                         | 572                                  | 5.5                              | 2.2                             |  |                                       |                            |                                      |                                  |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .          | 32                         | 667                                  | 7.8                              | 2.5                             |  |                                       |                            |                                      |                                  |                                 |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                 | 31                         | 203                                  | 2.1                              | .8                              |  |                                       |                            |                                      |                                  |                                 |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .         | 42                         | 1 123                                | 9.8                              | 4.2                             |  |                                       |                            |                                      |                                  |                                 |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .          | 31                         | 426                                  | 4.1                              | 1.6                             |  |                                       |                            |                                      |                                  |                                 |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .             | 35                         | 1 021                                | 10.1                             | 3.9                             |  |                                       |                            |                                      |                                  |                                 |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .           | 30                         | 274                                  | 2.5                              | 1.0                             |  |                                       |                            |                                      |                                  |                                 |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .              | 13                         | 139                                  | 2.8                              | .5                              |  |                                       |                            |                                      |                                  |                                 |
| 460                   | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .          | 3                          | 186                                  | 23.3                             | .7                              |  |                                       |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 59                         | 5 370                                | 37.2                             | 20.3                            |  |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 50                         | 1 551                                | 13.2                             | 5.9                             |  |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 80                                   | (X)                              | .3                              |  |                                       |                            |                                      |                                  |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
 \* Nonstore retailers, part of SIC major group 53, are shown separately in this table.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.



TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Lincoln SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line          | Establishments (number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line      | Establishments (number) | Sales of specified merchandise lines |                                  |                                 |       |      |  |
|-----------------------|--|-------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|--|-------------------------|--------------------------------------|----------------------------------|---------------------------------|-------|------|--|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of--   |                                 |                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of--   |                                 |       |      |  |
|                       |  |                         |                                      | Establishments handling the line | All establishments <sup>2</sup> |                       |  |                         |                                      | Establishments handling the line | All establishments <sup>2</sup> |       |      |  |
|                       | VARIETY STORES (SIC 533)                       |                         |                                      | (X)                              | 100.0                           |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 13                      | (0)                                  | (X)                              | 100.0                           |                       | 10   | 484                     | (X)                                  | 100.0                            |                                 |       |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 13                      |                                      | 3.9                              | 3.9                             | 020                   | GROCERIES-OTHER FOODS . . . . .            | 10                      | 468                                  | 96.7                             | 96.7                            |       |      |  |
| 040                   | MEALS-SNACKS . . . . .                         | 13                      |                                      | 11.3                             | 8.7                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     | 16                                   | (X)                              | 3.3                             |       |      |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 13                      |                                      | 7.0                              | 7.0                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .      | 13                      |                                      | 4.6                              | 4.6                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .   | 13                      |                                      | 21.5                             | 21.5                            |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 180                   | ALL FOOTWEAR . . . . .                         | 13                      |                                      | 2.2                              | 2.2                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .         | 13                      | (0)                                  | 18.9                             | 18.9                            |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .     | 3                       |                                      | 4.5                              | 2.0                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 13                      |                                      | 5.9                              | 5.1                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                | 4                       |                                      | 1.9                              | 1.7                             | 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . . | 4                       | 175                                  | 10.2                             | 4.4                             |       |      |  |
| 320                   | HARWARE-GAROEING EQUIPMENT . . . . .           | 13                      |                                      | 4.6                              | 4.6                             | 300                   | SPORTING-RECREATION EQUIPMENT . . . . .    | 5                       | 434                                  | 29.4                             | 1.0                             |       |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 3                       |                                      | 17.6                             | 15.2                            | 380                   | AUTOMOBILES-TRUCKS . . . . .               | 31                      | 35 841                               | 88.4                             | 79.8                            |       |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | (X)                     |                                      | 2.0                              | 1.5                             | 400                   | AUTO FUELS-LUBRICANTS . . . . .            | 16                      | 169                                  | .7                               | 4.4                             |       |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     |                                      | (X)                              | 3.2                             | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .      | 30                      | 4 133                                | 11.7                             | 9.2                             |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 500                   | ALL OTHER MERCHANDISE . . . . .            | 13                      | 1 364                                | 12.8                             | 3.0                             |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 520                   | NONMERCHANDISE RECEIPTS . . . . .          | 36                      | 2 759                                | 6.4                              | 6.1                             |       |      |  |
|                       |  |                         |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     | 29                                   | (X)                              | .1                              |       |      |  |
|                       | MISC. GENERAL MERCHANDISE STORES (SIC 539)     |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 5                       | (0)                                  | (X)                              | 100.0                           |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | FOOD STORES (SIC 54)                           |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 99                      | 48 731                               | (X)                              | 100.0                           |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 99                      | 42 724                               | 87.7                             | 87.7                            | 380                   | AUTOMOBILES-TRUCKS . . . . .               | 29                      |                                      |                                  |                                 | 88.3  | 88.3 |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .         | 17                      | 233                                  | 1.9                              | .5                              | 400                   | AUTO FUELS-LUBRICANTS . . . . .            | 15                      |                                      |                                  |                                 | .6    | .4   |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 58                      | 1 818                                | 5.3                              | 3.7                             | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .      | 20                      | (0)                                  |                                  |                                 | 6.4   | 5.2  |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 60                      | 1 838                                | 4.7                              | 3.8                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .          | 22                      | (X)                                  |                                  |                                 | 6.2   | 6.0  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 7                       | 564                                  | 5.7                              | 1.2                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     |                                      |                                  |                                 | (X)   | .1   |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 30                      | 885                                  | 3.0                              | 1.8                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 37                      | 534                                  | 1.5                              | 1.1                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     | 135                                  | (X)                              | .3                              |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | GROCERY STORES (SIC 541)                       |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 76                      | 47 627                               | (X)                              | 100.0                           |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 76                      | 41 665                               | 87.5                             | 87.5                            | 380                   | AUTOMOBILES-TRUCKS . . . . .               | 20                      | 34 013                               | 87.8                             | 87.8                            |       |      |  |
| 021                   | MEATS-FISH-POULTRY . . . . .                   | 72                      | 11 710                               | 24.8                             | 24.6                            | 400                   | AUTO FUELS-LUBRICANTS . . . . .            | 14                      | 150                                  | .6                               | .4                              |       |      |  |
| 022                   | PRODUCE (FRESH FRUITS-VEGTBLS) . . . . .       | 72                      | 3 976                                | 8.3                              | 8.3                             | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .      | 18                      | 2 109                                | 6.4                              | 5.4                             |       |      |  |
| 023                   | FROZEN FOODS . . . . .                         | 64                      | 2 094                                | 5.0                              | 4.4                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .          | 20                      | 2 428                                | 6.3                              | 6.3                             |       |      |  |
| 024                   | ALL OTHER FOODS . . . . .                      | 75                      | 23 884                               | 50.1                             | 50.1                            | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     | 22                                   | (X)                              | .1                              |       |      |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .         | 17                      | 232                                  | 1.8                              | .5                              |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 55                      | 1 809                                | 5.3                              | 3.8                             | 380                   | AUTOMOBILES-TRUCKS . . . . .               | 9                       |                                      |                                  |                                 | 98.6  | 98.6 |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 57                      | 1 829                                | 4.6                              | 3.8                             | -                     | USED PASSENGER CARS-RETAIL . . . . .       | 9                       |                                      |                                  |                                 | 96.5  | 96.5 |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 7                       | 564                                  | 5.6                              | 1.2                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     |                                      |                                  |                                 | (X)   | .7   |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 30                      | 884                                  | 3.1                              | 1.9                             |                       |  |                         |                                      |                                  |                                 | (X)   | 1.4  |  |
| 516                   | ALL OTHER MERCHANDISE . . . . .                | 14                      | 146                                  | .8                               | .3                              |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 517                   | PAPER-PAPER PRODUCTS . . . . .                 | 29                      | 738                                  | 2.4                              | 1.5                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 32                      | 527                                  | 1.5                              | 1.1                             |                       |  |                         |                                      |                                  |                                 |       |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     | 117                                  | (X)                              | .2                              |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | MEAT AND FISH (SEA FOOD) MARKETS (SIC 542)     |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 1                       | (0)                                  | (X)                              | 100.0                           | 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . . | 4                       | 175                                  | 9.8                              | 6.8                             |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .     | 3                       | 9                                    | .5                               | .4                              |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .      | 10                      | 2 015                                | 78.4                             | 78.4                            |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 500                   | ALL OTHER MERCHANDISE . . . . .            | 3                       | 41                                   | 2.3                              | 1.6                             |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 520                   | NONMERCHANDISE RECEIPTS . . . . .          | 7                       | 299                                  | 12.3                             | 11.6                            |       |      |  |
|                       |  |                         |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     | 30                                   | (X)                              | 1.2                             |       |      |  |
|                       | FRUIT STORES AND VEGETABLE MKTS. (SIC 543)     |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 30                      | -                                    | (X)                              | -                               |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | CANDY, NUT, AND CONFECTIONERY STORES (SIC 544) |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                   | 3                       | 104                                  | (X)                              | 100.0                           | 500                   | ALL OTHER MERCHANDISE . . . . .            | 8                       |                                      |                                  |                                 | 100.0 | 70.9 |  |
|                       |  |                         |                                      |                                  |                                 | 520                   | NONMERCHANDISE RECEIPTS . . . . .          | 6                       | (0)                                  |                                  |                                 | 1.5   | 1.1  |  |
|                       |  |                         |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .        | (X)                     |                                      |                                  |                                 | (X)   | 28.0 |  |
|                       | RETAIL BAKERIES (SIC 546)                      |                         |                                      |                                  |                                 |                       |  |                         |                                      |                                  |                                 |       |      |  |
|                       | TOTAL . . . . .                                | 9                       | (0)                                  | (X)                              | 100.0                           |                       |  |                         |                                      |                                  |                                 |       |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 9                       | (0)                                  | 93.5                             | 93.5                            | 020                   | GROCERIES-OTHER FOODS . . . . .            | 12                      | 96                                   | 5.1                              | .5                              |       |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     |                                      | (X)                              | 6.5                             | 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .        | 42                      | 184                                  | 3.3                              | .9                              |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 300                   | SPORTING-RECREATION EQUIPMENT . . . . .    | 4                       | 70                                   | 3.7                              | .3                              |       |      |  |
|                       |  |                         |                                      |                                  |                                 | 320                   | HARWARE-GAROEING EQUIPMENT . . . . .       | 4                       | 72                                   | 4.9                              | .3                              |       |      |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. Detail may not add to total due to rounding.

NA Not available. X Not applicable. Z Less than 0.05 percent.

<sup>1</sup>Merchandise line detail withheld due to insufficient reporting.



TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Lincoln SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line            | Establishments (number) | Sales of specified merchandise lines |                                   |                                  | Merchandise line code | Kind of business and merchandise line    | Establishments (number) | Sales of specified merchandise lines |                                   |                                  |      |      |
|-----------------------|--|-------------------------|--------------------------------------|-----------------------------------|----------------------------------|-----------------------|--|-------------------------|--------------------------------------|-----------------------------------|----------------------------------|------|------|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—     |                                  |                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—     |                                  |      |      |
|                       |  |                         |                                      | Estab-lishments handling the line | All estab-lishments <sup>1</sup> |                       |  |                         |                                      | Estab-lishments handling the line | All estab-lishments <sup>1</sup> |      |      |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                     | 3                       | 17                                   | 4.0                               | .1                               |                       |  |                         |                                      |                                   |                                  |      |      |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                  | 162                     | 16 535                               | 82.3                              | 82.3                             |                       |  |                         |                                      |                                   |                                  |      |      |
| 401                   | GASOLINE . . . . .                               | 162                     | 15 549                               | 77.4                              | 77.4                             |                       |  |                         |                                      |                                   |                                  |      |      |
| 402                   | OTHER AUTOMOTIVE FUELS . . . . .                 | 14                      | 276                                  | 11.4                              | 1.4                              |                       |  |                         |                                      |                                   |                                  |      |      |
| 403                   | MOTOR OILS-GREASES-OTHER OILS . . . . .          | 150                     | 710                                  | 3.7                               | 3.5                              |                       |  |                         |                                      |                                   |                                  |      |      |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .             | 142                     | 2 166                                | 13.0                              | 10.8                             | 160                   | WOMEN'S-GIRLS' CLOTHING EX FOOTWR        | 8                       | 219                                  | 9.1                               | 7.0                              |      |      |
| 421                   | PARTS INSTALLED IN REPAIR WORK . . . . .         | 77                      | 688                                  | 9.0                               | 3.4                              | 180                   | ALL FOOTWEAR . . . . .                   | 14                      | 2 620                                | 83.5                              | 83.5                             |      |      |
| 423                   | PARTS-RETAIL . . . . .                           | 26                      | 135                                  | 3.9                               | .7                               | 520                   | NONMERCHANTISE RECEIPTS . . . . .        | 4                       | 16                                   | 2.4                               | .5                               |      |      |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC . . . . .         | 119                     | 1 353                                | 9.3                               | 6.7                              | (X)                   | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     | 283                                  | (X)                               | 9.0                              |      |      |
| 480                   | HOUSEHOLD FUELS-ICE . . . . .                    | 6                       | 38                                   | 3.0                               | .2                               |                       |  |                         |                                      |                                   |                                  |      |      |
| 500                   | ALL OTHER MERCHANTISE . . . . .                  | 6                       | 68                                   | 3.3                               | .3                               |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  |                         |                                      |                                   |                                  |                       |  | 5                       | (0)                                  | (X)                               | 100.0                            |      |      |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                | 103                     | 730                                  | 5.7                               | 3.6                              |                       |  |                         |                                      |                                   |                                  |      |      |
| 527                   | SERVICE LABOR . . . . .                          | 100                     | 639                                  | 5.4                               | 3.2                              |                       |  |                         |                                      |                                   |                                  |      |      |
| -                     | MISCELLANEOUS MERCHANTISE . . . . .              | (X)                     | 113                                  | (X)                               | .6                               |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | APPAREL AND ACCESSORY STORES (SIC 56)            |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 43                      | 18 092                               | (X)                               | 100.0                            |                       |  | 45                      | 9 316                                | (X)                               | 100.0                            |      |      |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .        | 17                      | 4 909                                | 34.3                              | 27.1                             | 200                   | CURTAINS-DRAPERIES-DRY GOODS . . . . .   | 7                       | 201                                  | 7.8                               | 2.2                              |      |      |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .     | 30                      | 8 016                                | 47.6                              | 44.3                             | 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST         | 29                      | 4 860                                | 68.0                              | 52.2                             |      |      |
| 180                   | ALL FOOTWEAR . . . . .                           | 22                      | 3 817                                | 24.8                              | 21.1                             | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . . | 22                      | 3 233                                | 75.2                              | 34.9                             |      |      |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                  | 4                       | 124                                  | 2.1                               | .7                               | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .   | 8                       | 343                                  | 12.6                              | 3.7                              |      |      |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                | 18                      | 843                                  | 5.8                               | 4.7                              | 500                   | ALL OTHER MERCHANTISE . . . . .          | 5                       | 75                                   | 6.1                               | .8                               |      |      |
| -                     | MISCELLANEOUS MERCHANTISE . . . . .              | (X)                     | 383                                  | (X)                               | 2.1                              | 520                   | NONMERCHANTISE RECEIPTS . . . . .        | 27                      | 450                                  | 5.8                               | 4.8                              |      |      |
|                       |  |                         |                                      |                                   |                                  | -                     | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     | 133                                  | (X)                               | 1.4                              |      |      |
|                       | WOMEN'S READY-TO-WEAR STORES (SIC 562)           |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 9                       | 5 852                                | (X)                               | 100.0                            |                       |  | 11                      | 3 044                                | (X)                               | 100.0                            |      |      |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .     | 9                       | 4 399                                | 75.2                              | 75.2                             | 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST         | 6                       | 630                                  | 28.9                              | 20.7                             |      |      |
| 161                   | CHILDREN'S-INFANTS' WEAR . . . . .               | 4                       | 256                                  | 5.2                               | 4.4                              | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . . | 11                      | 2 094                                | 68.8                              | 68.8                             |      |      |
| 164                   | HOSIERY . . . . .                                | 6                       | 77                                   | 1.3                               | 1.3                              | 243                   | SLEEP EQUIPMENT . . . . .                | 8                       | 356                                  | 13.7                              | 11.7                             |      |      |
| 165                   | LINGERIE . . . . .                               | 8                       | 328                                  | 5.6                               | 5.6                              | 245                   | OTHER HOUSEHOLD FURNITURE . . . . .      | 11                      | 1 520                                | 49.9                              | 49.9                             |      |      |
| 168                   | WOMEN'S BLOUSES-SPTSWR . . . . .                 | 7                       | 712                                  | 12.6                              | 12.2                             | -                     | FLOOR COVERINGS-SOFT SURFACE . . . . .   | (X)                     | 191                                  | 6.6                               | 6.3                              |      |      |
| 172                   | DRESSES . . . . .                                | 9                       | 1 750                                | 29.9                              | 29.9                             | 520                   | MISCELLANEOUS MERCHANTISE . . . . .      | 8                       | 27                                   | (X)                               | .9                               |      |      |
| 173                   | COATS-SUITS . . . . .                            | 8                       | 742                                  | 12.7                              | 12.7                             | -                     | NONMERCHANTISE RECEIPTS . . . . .        | 6                       | 85                                   | 2.9                               | 2.8                              |      |      |
| 174                   | HANDBAGS . . . . .                               | 5                       | 70                                   | 1.2                               | 1.2                              | (X)                   | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     | 235                                  | (X)                               | 7.7                              |      |      |
| 175                   | FURS . . . . .                                   | 3                       | 194                                  | 3.5                               | 3.3                              |                       |  |                         |                                      |                                   |                                  |      |      |
| -                     | MISCELLANEOUS MERCHANTISE . . . . .              | (X)                     | 270                                  | (X)                               | 4.6                              |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | HOME FURNISHINGS STORES (OTHER 571)              |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 12                      | (0)                                  | (X)                               | 100.0                            |                       |  | 12                      | (0)                                  | (X)                               | 100.0                            |      |      |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                  | 3                       | 119                                  | 2.1                               | 2.0                              | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . . | 10                      |                                      |                                   |                                  | 82.7 | 68.6 |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                | 5                       | 368                                  | 6.5                               | 6.3                              | 520                   | NONMERCHANTISE RECEIPTS . . . . .        | 7                       |                                      | (0)                               |                                  | 13.4 | 9.7  |
| -                     | MISCELLANEOUS MERCHANTISE . . . . .              | (X)                     | 966                                  | (X)                               | 16.5                             | -                     | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     |                                      |                                   |                                  | (X)  | 21.6 |
|                       | WOMEN'S ACCESSORY AND SPECIALTY STORES (SIC 563) |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 3                       | (0)                                  | (X)                               | 100.0                            |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | FURRIERS AND FUR SHOPS (SIC 568)                 |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 1                       | (0)                                  | (X)                               | 100.0                            |                       |  | 8                       | 1 325                                | (X)                               | 100.0                            |      |      |
|                       | OTHER APPAREL AND ACCESSORY STRS. (OTHER 56)     |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 30                      | 11 719                               | (X)                               | 100.0                            |                       |  | 14                      | (0)                                  | (X)                               | 100.0                            |      |      |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .        | 16                      | 4 827                                | 51.2                              | 41.2                             | 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST         | 14                      |                                      |                                   |                                  | 93.3 | 93.3 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .     | 17                      | 3 151                                | 30.2                              | 26.9                             | 500                   | ALL OTHER MERCHANTISE . . . . .          | 3                       |                                      | (0)                               |                                  | 11.3 | 1.8  |
| 180                   | ALL FOOTWEAR . . . . .                           | 21                      | 3 187                                | 30.2                              | 27.2                             | 520                   | NONMERCHANTISE RECEIPTS . . . . .        | 9                       |                                      |                                   |                                  | 5.9  | 4.5  |
| -                     | MISCELLANEOUS MERCHANTISE . . . . .              | (X)                     | 554                                  | (X)                               | 4.7                              | -                     | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     |                                      |                                   |                                  | (X)  | .4   |
|                       | RAIDIO, TV, AND MUSIC STORES (SIC 573)           |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 14                      | (0)                                  | (X)                               | 100.0                            |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | EATING AND DRINKING PLACES (SIC 58)              |                         |                                      |                                   |                                  |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | TOTAL . . . . .                                  | 194                     | 18 183                               | (X)                               | 100.0                            |                       |  |                         |                                      |                                   |                                  |      |      |
|                       | FAMILY CLOTHING STORES (SIC 565)                 |                         |                                      |                                   |                                  | 040                   | MEALS-SNACKS . . . . .                   | 171                     | 13 222                               | 80.4                              | 72.7                             |      |      |
|                       | TOTAL . . . . .                                  | 5                       | 1 047                                | (X)                               | 100.0                            | 060                   | ALCOHOLIC DRINKS . . . . .               | 76                      | 4 334                                | 51.2                              | 23.8                             |      |      |
|                       |  |                         |                                      |                                   |                                  | 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .   | 19                      | 285                                  | 14.8                              | 1.6                              |      |      |
|                       |  |                         |                                      |                                   |                                  | 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .      | 34                      | 117                                  | 4.0                               | .6                               |      |      |
|                       |  |                         |                                      |                                   |                                  | 500                   | ALL OTHER MERCHANTISE . . . . .          | 5                       | 18                                   | 3.8                               | .1                               |      |      |
|                       |  |                         |                                      |                                   |                                  | 520                   | NONMERCHANTISE RECEIPTS . . . . .        | 36                      | 84                                   | 2.5                               | .5                               |      |      |
|                       |  |                         |                                      |                                   |                                  | -                     | MISCELLANEOUS MERCHANTISE . . . . .      | (X)                     | 123                                  | (X)                               | .7                               |      |      |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.



TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Lincoln SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line | Estab-lish-ments<br>(number) | Sales of specified merchandise lines |                                    |                                   | Merchandise line code | Kind of business and merchandise line        | Estab-lish-ments<br>(number) | Sales of specified merchandise lines |                                    |                                   |  |
|-----------------------|---------------------------------------|------------------------------|--------------------------------------|------------------------------------|-----------------------------------|-----------------------|--|------------------------------|--------------------------------------|------------------------------------|-----------------------------------|--|
|                       |                                       |                              | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--     |                                   |                       |  |                              | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--     |                                   |  |
|                       |                                       |                              |                                      | Estab-lish-ments handling the line | All estab-lish-ments <sup>1</sup> |                       |  |                              |                                      | Estab-lish-ments handling the line | All estab-lish-ments <sup>1</sup> |  |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . .    | 3                            | 366                                  | 60.0                               | 4.8                               |                       |  |                              |                                      |                                    |                                   |  |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . .    | 19                           | 4 308                                | 94.5                               | 57.1                              |                       |  |                              |                                      |                                    |                                   |  |
| S00                   | ALL OTHER MERCHANDISE . . . . .       | 41                           | 1 729                                | 64.1                               | 22.9                              |                       |  |                              |                                      |                                    |                                   |  |
| S20                   | NONMERCHANDISE RECEIPTS . . . . .     | 11                           | 104                                  | 2.8                                | 1.4                               |                       |  |                              |                                      |                                    |                                   |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .   | (X)                          | 741                                  | (X)                                | 9.8                               |                       |  |                              |                                      |                                    |                                   |  |
|                       | NONSTORE RETAILERS<br>(SIC 53 PART*)  |                              |                                      |                                    |                                   |                       |  |                              |                                      |                                    |                                   |  |
|                       | TOTAL . . . . .                       | 9                            | (0)                                  | (X)                                | 100.0                             |                       |  |                              |                                      |                                    |                                   |  |
|                       | MAIL ORDER HOUSES<br>(SIC 532)        |                              |                                      |                                    |                                   |                       |  |                              |                                      |                                    |                                   |  |
|                       | TOTAL . . . . .                       | 1                            | (0)                                  | (X)                                | 100.0                             |                       |  |                              |                                      |                                    |                                   |  |
|                       |                                       |                              |                                      |                                    |                                   | 020                   | MERCHANDISING MACHINE OPERATORS<br>(SIC 534) |                              |                                      |                                    |                                   |  |
|                       |                                       |                              |                                      |                                    |                                   | 100                   | TOTAL . . . . .                              | 6                            | 1 059                                | (X)                                | 100.0                             |  |
|                       |                                       |                              |                                      |                                    |                                   | -                     | GROCERIES-OTHER FOODS . . . . .              | 4                            | 788                                  | 77.1                               | 74.4                              |  |
|                       |                                       |                              |                                      |                                    |                                   |                       | CIGARS-CIGARETTES-TOBACCO . . . . .          | 4                            | 215                                  | 21.0                               | 20.3                              |  |
|                       |                                       |                              |                                      |                                    |                                   |                       | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                          | 56                                   | (X)                                | 5.3                               |  |
|                       |                                       |                              |                                      |                                    |                                   |                       | IRECT SELLING ESTABLISHMENTS<br>(SIC 535)    |                              |                                      |                                    |                                   |  |
|                       |                                       |                              |                                      |                                    |                                   |                       | TOTAL . . . . .                              | 2                            | (0)                                  | (X)                                | 100.0                             |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
<sup>\*</sup>Nonstore retailers, part of SIC major group 53, are shown separately in this table.  
<sup>1</sup>Detail may not add to total due to rounding.  
<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code  | Kind of business and merchandise line        | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line        | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|--|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|  |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |
|  |  |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |                       |  |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |
| RETAIL TRADE   |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 2 757                      | 814 882                              | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |
| 020  | GROCERIES—OTHER FOODS . . . . .              | 506                        | 162 629                              | 48.0                             | 20.0                            |                       |  |                            |                                      |                                  |                                 |
| 040  | MEALS—SNACKS . . . . .                       | 690                        | 50 652                               | 27.5                             | 6.2                             | 220                   | MAJOR APPL—RADIO-TV—MUSICAL INST             | 8                          | 103                                  | 10.1                             | 2.4                             |
| 060  | ALCOHOLIC DRINKS . . . . .                   | 477                        | 23 023                               | 27.7                             | 2.8                             | 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .       | 20                         | 186                                  | 9.3                              | 4.3                             |
| 080  | PACKAGED ALCOHOLIC BEVERAGES . . . . .       | 363                        | 16 061                               | 10.6                             | 2.0                             | 280                   | JEWELRY—OPTICAL GOODS . . . . .              | 6                          | 10                                   | 1.1                              | .2                              |
| 100  | CIGARS—CIGARETTES—TOBACCO . . . . .          | 593                        | 14 491                               | 5.0                              | 1.8                             | 300                   | SPORTING—RECREATION EQUIPMENT . . . . .      | 14                         | 114                                  | 7.6                              | 2.6                             |
| 120  | COSMETICS—DRUGS—CLEANERS . . . . .           | 384                        | 33 189                               | 10.6                             | 4.1                             | 320                   | HARDWARE—GARDENING EQUIPMENT . . . . .       | 44                         | 3 286                                | 75.9                             | 75.9                            |
| 140  | MEN'S—BOYS' CLOTHING EXC FOOTWR . . . . .    | 165                        | 24 889                               | 15.1                             | 3.1                             |                       |  |                            |                                      |                                  |                                 |
| 160  | WOMEN'S—GIRLS' CLOTHING EXC FOOTWR . . . . . | 206                        | 51 750                               | 28.4                             | 6.4                             | 340                   | LUMBER—BUILDING MATERIALS . . . . .          | 25                         | 388                                  | 15.8                             | 9.0                             |
| 180  | ALL FOOTWEAR . . . . .                       | 163                        | 14 982                               | 9.4                              | 1.8                             | 356                   | ALL OTHER LUMBER—MILLWORK . . . . .          | 8                          | 86                                   | 10.4                             | 2.0                             |
| 200  | CURTAINS—ORAPERIES—ORY GOODS . . . . .       | 122                        | 13 597                               | 10.1                             | 1.7                             | 364                   | PAINT—SUNORIES—GLASS—WALLPAPER . . . . .     | 25                         | 302                                  | 12.3                             | 7.0                             |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST . . . . .   | 208                        | 26 522                               | 15.5                             | 3.3                             |                       |  |                            |                                      |                                  |                                 |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV . . . . .    | 153                        | 34 167                               | 20.1                             | 4.2                             | 500                   | ALL OTHER MERCHANDISE . . . . .              | 6                          | 59                                   | 9.5                              | 1.4                             |
| 260  | KITCHENWARE—HOME FURNISHINGS . . . . .       | 229                        | 11 685                               | 5.4                              | 1.4                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 11                         | 53                                   | 3.4                              | 1.2                             |
| 280  | JEWELRY—OPTICAL GOODS . . . . .              | 182                        | 9 466                                | 6.1                              | 1.2                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 129                                  | (X)                              | 3.0                             |
| 300  | SPORTING—RECKEATN EQUIPMENT . . . . .        | 142                        | 6 154                                | 4.5                              | .8                              |                       |  |                            |                                      |                                  |                                 |
| 320  | HARDWARE—GARDENING EQUIPMENT . . . . .       | 201                        | 9 503                                | 6.4                              | 1.2                             |                       |  |                            |                                      |                                  |                                 |
| 340  | LUMBER—BUILDING MATERIALS . . . . .          | 165                        | 22 978                               | 18.6                             | 2.8                             |                       |  |                            |                                      |                                  |                                 |
| 380  | AUTOMOBILES—TRUCKS . . . . .                 | 124                        | 113 711                              | 60.0                             | 14.0                            |                       |  |                            |                                      |                                  |                                 |
| 400  | AUTO FUELS—LUBRICANTS . . . . .              | 528                        | 57 343                               | 23.8                             | 7.0                             |                       |  |                            |                                      |                                  |                                 |
| 420  | AUTO TIRES—BATTERIES—ACCESS . . . . .        | 514                        | 26 756                               | 9.1                              | 3.3                             |                       |  |                            |                                      |                                  |                                 |
| 440  | FARM EQUIPMENT MACHINERY . . . . .           | 38                         | 9 592                                | 22.6                             | 1.2                             |                       |  |                            |                                      |                                  |                                 |
| 460  | HAY—GRAIN—FEEO—FARM SUPPLIES . . . . .       | 71                         | 18 073                               | 41.5                             | 2.2                             | 440                   | FARM EQUIPMENT MACHINERY . . . . .           | 26                         | 8 801                                | 86.8                             | 86.8                            |
| 480  | HOUSEHOLD FUELS—ICE . . . . .                | 39                         | 2 648                                | 30.0                             | .3                              | 460                   | HAY—GRAIN—FEEO—FARM SUPPLIES . . . . .       | 4                          | 83                                   | 6.4                              | .8                              |
| 500  | ALL OTHER MERCHANDISE . . . . .              | 484                        | 33 398                               | 9.6                              | 4.1                             | 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 12                         | 800                                  | 10.6                             | 7.9                             |
| 520  | NONMERCHANDISE RECEIPTS . . . . .            | 1 007                      | 27 623                               | 4.9                              | 3.4                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 450                                  | (X)                              | 4.4                             |
| BUILDING MATERIALS; HARWARE; AND FARM EQUIP DEALERS (SIC 52) |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 169                        | 34 977                               | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST . . . . .   | 14                         | 210                                  | 17.1                             | .6                              | 020                   | GROCERIES—OTHER FOODS . . . . .              | 45                         | 3 722                                | 3.0                              | 2.7                             |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV . . . . .    | 19                         | 347                                  | 11.1                             | 1.0                             | 040                   | MEALS—SNACKS . . . . .                       | 30                         | 3 474                                | 3.2                              | 2.5                             |
| 260  | KITCHENWARE—HOME FURNISHINGS . . . . .       | 24                         | 236                                  | 11.4                             | .7                              | 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .          | 10                         | 929                                  | 1.3                              | .7                              |
| 300  | SPORTING—RECREATION EQUIPMENT . . . . .      | 18                         | 167                                  | 6.1                              | .5                              | 120                   | COSMETICS—DRUGS—CLEANERS . . . . .           | 58                         | 5 418                                | 3.9                              | 3.9                             |
| 320  | HARDWARE—GARDENING EQUIPMENT . . . . .       | 78                         | 4 496                                | 28.3                             | 12.9                            | 140                   | MEN'S—BOYS' CLOTHING EXC FOOTWR . . . . .    | 60                         | 13 699                               | 10.1                             | 10.0                            |
| 340  | LUMBER—BUILDING MATERIALS . . . . .          | 125                        | 18 489                               | 81.5                             | 52.9                            | 160                   | WOMEN'S—GIRLS' CLOTHING EXC FOOTWR . . . . . | 63                         | 31 904                               | 23.3                             | 23.2                            |
| 360  | AUTO TIRES—BATTERIES—ACCESS . . . . .        | 7                          | 161                                  | 23.8                             | .5                              | 180                   | ALL FOOTWEAR . . . . .                       | 56                         | 6 070                                | 4.4                              | 4.4                             |
| 380  | FARM EQUIPMENT MACHINERY . . . . .           | 27                         | 8 821                                | 82.6                             | 25.2                            | 200                   | CURTAINS—ORAPERIES—ORY GOODS . . . . .       | 71                         | 11 700                               | 8.5                              | 8.5                             |
| 400  | HAY—GRAIN—FEEO—FARM SUPPLIES . . . . .       | 8                          | 144                                  | 9.3                              | .4                              | 220                   | MAJOR APPL—RADIO-TV—MUSICAL INST . . . . .   | 46                         | 10 196                               | 7.5                              | 7.4                             |
| 460  | HOUSEHOLD FUELS—ICE . . . . .                | 8                          | 474                                  | 24.1                             | 1.4                             | 240                   | FURNITURE—SLEEP EQUIP—FLOOR COV . . . . .    | 46                         | 7 225                                | 5.5                              | 5.3                             |
| 500  | ALL OTHER MERCHANDISE . . . . .              | 8                          | 89                                   | 17.6                             | .3                              | 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .       | 50                         | 5 570                                | 4.2                              | 4.1                             |
| 520  | NONMERCHANDISE RECEIPTS . . . . .            | 60                         | 1 158                                | 5.7                              | 3.3                             | 280                   | JEWELRY—OPTICAL GOODS . . . . .              | 53                         | 2 581                                | 1.9                              | 1.9                             |
| -  | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 184                                  | (X)                              | .5                              | 300                   | SPORTING—RECREATION EQUIPMENT . . . . .      | 40                         | 3 024                                | 2.4                              | 2.2                             |
| LUMBER AND OTHER BLDG. MATERIALS DEALERS (SIC 521)           |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 49                         | 15 310                               | (X)                              | 100.0                           | 320                   | HARDWARE—GARDENING EQUIPMENT . . . . .       | 49                         | 3 671                                | 3.1                              | 2.7                             |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV . . . . .    | 10                         | 104                                  | 5.1                              | .7                              | 340                   | LUMBER—BUILDING MATERIALS . . . . .          | 20                         | 3 678                                | 3.6                              | 2.7                             |
| 320  | HARDWARE—GARDENING EQUIPMENT . . . . .       | 25                         | 838                                  | 8.3                              | 5.5                             | 400                   | AUTO FUELS—LUBRICANTS . . . . .              | 12                         | 544                                  | .8                               | .4                              |
| 340  | LUMBER—BUILDING MATERIALS . . . . .          | 49                         | 13 571                               | 88.6                             | 88.6                            | 420                   | AUTO TIRES—BATTERIES—ACCESS . . . . .        | 13                         | 4 131                                | 4.3                              | 3.0                             |
| 380  | HOUSEHOLD FUELS—ICE . . . . .                | 5                          | 443                                  | 25.4                             | 2.9                             | 440                   | FARM EQUIPMENT MACHINERY . . . . .           | 4                          | 335                                  | .7                               | .2                              |
| 500  | NONMERCHANDISE RECEIPTS . . . . .            | 21                         | 230                                  | 2.4                              | 1.5                             | 500                   | ALL OTHER MERCHANDISE . . . . .              | 57                         | 9 611                                | 7.0                              | 7.0                             |
| -  | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 124                                  | (X)                              | .8                              | 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 43                         | 9 397                                | 7.8                              | 6.8                             |
| DEPARTMENT STORES (SIC 531)                                  |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 18                         | 115 055                              | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |
| VARIETY STORES (SIC 533)                                     |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 33                         | 12 922                               | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |
| 020  | GROCERIES—OTHER FOODS . . . . .              | 27                         | 485                                  | 4.1                              | 3.8                             | 020                   | GROCERIES—OTHER FOODS . . . . .              | 27                         | 485                                  | 4.1                              | 3.8                             |
| 040  | MEALS—SNACKS . . . . .                       | 20                         | 1 527                                | 12.9                             | 11.8                            | 040                   | MEALS—SNACKS . . . . .                       | 20                         | 1 527                                | 12.9                             | 11.8                            |
| 120  | COSMETICS—DRUGS—CLEANERS . . . . .           | 32                         | 798                                  | 6.2                              | 6.2                             | 120                   | COSMETICS—DRUGS—CLEANERS . . . . .           | 32                         | 798                                  | 6.2                              | 6.2                             |
| 140  | MEN'S—BOYS' CLOTHING EXC FOOTWR . . . . .    | 31                         | 533                                  | 4.1                              | 4.1                             | 140                   | MEN'S—BOYS' CLOTHING EXC FOOTWR . . . . .    | 31                         | 533                                  | 4.1                              | 4.1                             |
| 160  | WOMEN'S—GIRLS' CLOTHING EXC FOOTWR . . . . . | 32                         | 2 431                                | 18.8                             | 18.8                            | 160                   | WOMEN'S—GIRLS' CLOTHING EXC FOOTWR . . . . . | 32                         | 2 431                                | 18.8                             | 18.8                            |
| 180  | ALL FOOTWEAR . . . . .                       | 30                         | 2 255                                | 2.1                              | 2.1                             | 180                   | ALL FOOTWEAR . . . . .                       | 30                         | 2 255                                | 2.1                              | 2.1                             |
| 200  | CURTAINS—ORAPERIES—ORY GOODS . . . . .       | 32                         | 1 174                                | 9.1                              | 9.1                             | 200                   | CURTAINS—ORAPERIES—ORY GOODS . . . . .       | 32                         | 1 174                                | 9.1                              | 9.1                             |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST . . . . .   | 25                         | 355                                  | 2.9                              | 2.7                             | 220                   | MAJOR APPL—RADIO-TV—MUSICAL INST . . . . .   | 25                         | 355                                  | 2.9                              | 2.7                             |
| 340  | LUMBER—BUILDING MATERIALS . . . . .          | 12                         | 144                                  | 16.3                             | 4.2                             | 240                   | FURNITURE—SLEEP EQUIP—FLOOR COV . . . . .    | 22                         | 304                                  | 2.6                              | 2.4                             |
| 356  | ALL OTHER LUMBER—MILLWORK . . . . .          | 30                         | 1 970                                | 61.6                             | 58.0                            | 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .       | 24                         | 733                                  | 7.3                              | 5.7                             |
| 357  | PAINT—VARNISH ETC . . . . .                  | 29                         | 344                                  | 14.1                             | 8.7                             | 280                   | SPORTING—RECREATION EQUIPMENT . . . . .      | 18                         | 312                                  | 2.4                              | 2.4                             |
| 358  | PAINT—SUNORIES . . . . .                     | 29                         | 296                                  | 10.1                             | 8.7                             | 300                   | SPORTING—RECREATION EQUIPMENT . . . . .      | 18                         | 58                                   | .9                               | .4                              |
| 359  | WALLPAPER—OTHER WALL COVERINGS . . . . .     | 26                         | 296                                  | 10.1                             | 8.7                             | 320                   | HARDWARE—GARDENING EQUIPMENT . . . . .       | 31                         | 397                                  | 3.1                              | 3.1                             |
| 361  | GLASS . . . . .                              | 13                         | 299                                  | 24.2                             | 8.8                             | 500                   | ALL OTHER MERCHANDISE . . . . .              | 32                         | 3 339                                | 25.8                             | 25.8                            |
| 520  | NONMERCHANDISE RECEIPTS . . . . .            | 8                          | 19                                   | 4.1                              | .6                              | 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 18                         | 199                                  | 2.1                              | 1.5                             |
| -  | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 24                                   | (X)                              | .7                              | -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                        | 12                                   | (X)                              | .1                              |
| ELECTRICAL SUPPLY STORES (SIC 524)                           |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 3                          | (0)                                  | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |
| GENERAL MERCHANDISE STORES (SIC 539 PART)                    |  |                            |                                      |                                  |                                 |                       |  |                            |                                      |                                  |                                 |
|  | TOTAL . . . . .                              | 18                         | 8 673                                | (X)                              | 100.0                           |                       |  |                            |                                      |                                  |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
<sup>1</sup>Nonstore retailers, part of SIC major group 53, are shown separately in this table.  
<sup>2</sup>Detail may not add to total due to rounding.  
<sup>3</sup>Merchandise line detail withheld due to insufficient reporting.  
 Note: OMAHA, NEBR-IOWA, SMSA—Consists of Douglas and Sarpy Counties, Nebr., and Pottawattamie County, Iowa



TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line           | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code                      | Kind of business and merchandise line                  | Establishments<br>(number) | Sales of specified merchandise lines    |                                  |                                 |
|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|--|--|----------------------------|---|----------------------------------|---------------------------------|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |  |  |                            | Amount <sup>1</sup><br>(\$1,000)        | As percent of total sales of—    |                                 |
|                       |   |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |  |  |                            |   | Establishments handling the line | All establishments <sup>1</sup> |
|                       | DRY GOODS STORES (SIC 539 PART)                 |                            |                                      |                                  |                                 | RETAIL BAKERIES—BAKING, SELLING (SIC 5462) |  |                            |   |                                  |                                 |
|                       | TOTAL . . . . .                                 | 7                          | (0)                                  | (X)                              | 100.0                           | TOTAL . . . . .                            | 29   | 2 107                      | (X)                                     | 100.0                            |                                 |
| 200                   | CURTAINS—ORAPERIES—DRY GOODS . . . . .          | 7                          | (0)                                  | (X)                              | 98.1                            | 020  | GROCERIES—OTHER FOODS . . . . .                        | 29                         | 2 043                                   | 97.0                             | 97.0                            |
|                       | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        |                                      |                                  |                                 | (X)  | 1.9  | 025                        | BAKERY PRODUCTS—EXCEPT FROZEN . . . . . | 29                               | 1 999                           |
|                       | SEWING AND NEEOLEWORK STORES (SIC 539 PART)     |                            |                                      |                                  |                                 | 027  | ALL OTHER FOODS . . . . .                              | 7                          | 3                                       | (X)                              | 1.9                             |
|                       | TOTAL . . . . .                                 | 1                          | (0)                                  | (X)                              | 100.0                           | -  | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 63                                      | (X)                              | 3.0                             |
|                       | FOOD STORES (SIC 54)                            |                            |                                      |                                  |                                 |  | RETAIL BAKERIES—SELLING ONLY (SIC 5463)                |                            |   |                                  |                                 |
|                       | TOTAL . . . . .                                 | 307                        | 179 305                              | (X)                              | 100.0                           |  | TOTAL . . . . .  | 2                          | (0)                                     | (X)                              | 100.0                           |
| 020                   | GROCERIES—OTHER FOODS . . . . .                 | 307                        | 153 050                              | 85.4                             | 85.4                            |  | DAIRY PRODUCTS STORES (SIC 545)                        |                            |   |                                  |                                 |
| 040                   | MEALS—SNACKS . . . . .                          | 10                         | 205                                  | 1.1                              | .1                              |  | TOTAL . . . . .  | 17                         | (0)                                     | (X)                              | 100.0                           |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .          | 79                         | 3 849                                | 5.3                              | 2.1                             |  |  |                            |   |                                  |                                 |
| 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .             | 198                        | 7 206                                | 4.6                              | 4.0                             |  | EGG AND POULTRY DEALERS (SIC 549 PT.)                  |                            |   |                                  |                                 |
| 120                   | COSMETICS—DRUGS—CLEANERS . . . . .              | 171                        | 6 124                                | 4.2                              | 3.4                             |  | TOTAL . . . . .  | 1                          | (0)                                     | (X)                              | 100.0                           |
| 150                   | WOMEN'S—GIRLS' CLOTHING EX FOOTWR               | 13                         | 228                                  | .8                               | .1                              |  |  |                            |   |                                  |                                 |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .          | 29                         | 1 496                                | 3.3                              | .8                              |  | OTHER MISCELLANEOUS FOOD STORES (SIC 549 PT.)          |                            |   |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 126                        | 4 327                                | 2.8                              | 2.4                             |  | TOTAL . . . . .  | 1                          | (0)                                     | (X)                              | 100.0                           |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 115                        | 2 270                                | 1.6                              | 1.3                             |  |  |                            |   |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 549                                  | (X)                              | .3                              |  |  |                            |   |                                  |                                 |
|                       | GROCERY STORES (SIC 541)                        |                            |                                      |                                  |                                 |  |  |                            |   |                                  |                                 |
|                       | TOTAL . . . . .                                 | 229                        | 169 722                              | (X)                              | 100.0                           |  |  |                            |   |                                  |                                 |
| 020                   | GROCERIES—OTHER FOODS . . . . .                 | 229                        | 143 646                              | 84.6                             | 84.6                            | 220  | MAJOR APPL—RADIO—TV—MUSICAL INST                       | 20                         | 570                                     | 11.4                             | .4                              |
| 021                   | MEATS—FISH—POULTRY . . . . .                    | 209                        | 43 725                               | 25.9                             | 25.8                            | 260  | KITCHENWARE—HOME FURNISHINGS . . . . .                 | 15                         | 73                                      | 3.2                              | .1                              |
| 022                   | PRODUCE (FRESH FRUITS—VEGTBL)                   | 215                        | 13 815                               | 8.1                              | 8.1                             | 300  | SPORTING—RECREATION EQUIPMENT . . . . .                | 19                         | 1 025                                   | 19.4                             | .7                              |
| 023                   | FROZEN FOODS . . . . .                          | 192                        | 8 635                                | 5.3                              | 5.1                             | 320  | HARDWARE—GARDENING EQUIPMENT . . . . .                 | 17                         | 134                                     | 3.0                              | .1                              |
| 024                   | ALL OTHER FOODS . . . . .                       | 228                        | 77 469                               | 45.6                             | 45.6                            | 380  | AUTOMOBILES—TRUCKS . . . . .                           | 101                        | 113 179                                 | 84.3                             | 78.2                            |
| 040                   | MEALS—SNACKS . . . . .                          | 7                          | 130                                  | 1.1                              | .1                              | 400  | AUTO FUELS—LUBRICANTS . . . . .                        | 50                         | 948                                     | .9                               | .7                              |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .          | 78                         | 3 840                                | 5.6                              | 2.3                             | 420  | AUTO TIRES—BATTERIES—ACCESS . . . . .                  | 114                        | 15 925                                  | 11.8                             | 11.0                            |
| 100                   | CIGARS—CIGARETTES—TOBACCO . . . . .             | 195                        | 7 187                                | 4.7                              | 4.2                             | 500  | ALL OTHER MERCHANDISE . . . . .                        | 33                         | 3 868                                   | 40.2                             | 2.7                             |
| 120                   | COSMETICS—DRUGS—CLEANERS . . . . .              | 170                        | 6 115                                | 4.3                              | 3.6                             | 520  | NONMERCHANDISE RECEIPTS . . . . .                      | 117                        | 8 935                                   | 6.5                              | 6.2                             |
| 160                   | WOMEN'S—GIRLS' CLOTHING EX FOOTWR               | 13                         | 228                                  | .8                               | .1                              | -  | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 69                                      | (X)                              | (Z)                             |
| 260                   | KITCHENWARE—HOME FURNISHINGS . . . . .          | 29                         | 1 495                                | 3.6                              | .9                              |  |  |                            |   |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 125                        | 4 313                                | 2.9                              | 2.5                             |  | MOTOR VEHICLE DEALERS (SIC 551, 552)                   |                            |   |                                  |                                 |
| 516                   | ALL OTHER MERCHANDISE . . . . .                 | 34                         | 370                                  | .8                               | .2                              |  | TOTAL . . . . .  | 89                         | 125 984                                 | (X)                              | 100.0                           |
| 517                   | PAPER—PAPER PRODUCTS . . . . .                  | 120                        | 3 943                                | 2.7                              | 2.3                             | 360  | AUTOMOBILES—TRUCKS . . . . .                           | 89                         | 109 931                                 | 87.3                             | 87.3                            |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 98                         | 2 231                                | 1.6                              | 1.3                             | 400  | AUTO FUELS—LUBRICANTS . . . . .                        | 39                         | 340                                     | .3                               | .3                              |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 537                                  | (X)                              | .3                              | 420  | AUTO TIRES—BATTERIES—ACCESS . . . . .                  | 71                         | 8 372                                   | 6.8                              | 6.6                             |
|                       | MEAT MARKETS (SIC 542 PT.)                      |                            |                                      |                                  |                                 | 520  | NONMERCHANDISE RECEIPTS . . . . .                      | 72                         | 7 302                                   | 5.9                              | 5.8                             |
|                       | TOTAL <sup>2</sup> . . . . .                    | 18                         | 5 230                                | (X)                              | 100.0                           | -  | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 39                                      | (X)                              | (Z)                             |
|                       | FISH (SEA FOOD) MARKETS (SIC 542 PT.)           |                            |                                      |                                  |                                 |  |  |                            |   |                                  |                                 |
|                       | TOTAL . . . . .                                 | 1                          | (0)                                  | (X)                              | 100.0                           |  | DEALERS WITH DOMESTIC CAR FRANCHISE ONLY (SIC 551 PT.) |                            |   |                                  |                                 |
|                       | FRUIT STORES AND VEGETABLE MKTS. (SIC 543)      |                            |                                      |                                  |                                 |  | TOTAL . . . . .  | 48                         | 102 191                                 | (X)                              | 100.0                           |
|                       | TOTAL . . . . .                                 | 1                          | (0)                                  | (X)                              | 100.0                           | 380  | AUTOMOBILES—TRUCKS . . . . .                           | 48                         | 88 638                                  | 86.7                             | 86.7                            |
|                       | CANOPY, NUT, AND CONFECTIONERY STORES (SIC 544) |                            |                                      |                                  |                                 | 381  | NEW PASSENGER CARS—RETAIL . . . . .                    | 48                         | 62 159                                  | 60.8                             | 60.8                            |
|                       | TOTAL <sup>2</sup> . . . . .                    | 8                          | 493                                  | (X)                              | 100.0                           | 382  | NEW PASSENGER CARS—WHOLESALE . . . . .                 | 5                          | 466                                     | 4.6                              | .5                              |
|                       | RETAIL BAKERIES (SIC 546)                       |                            |                                      |                                  |                                 | 383  | NEW COMMERCIAL VEHICLES—RETAIL . . . . .               | 28                         | 5 791                                   | 12.4                             | 5.7                             |
|                       | TOTAL . . . . .                                 | 31                         | (0)                                  | (X)                              | 100.0                           | 385  | USED PASSENGER CARS—RETAIL . . . . .                   | 46                         | 15 285                                  | 16.8                             | 15.0                            |
|                       |   |                            |                                      |                                  |                                 | 386  | USED PASSENGER CARS—WHOLE . . . . .                    | 41                         | 3 821                                   | 4.1                              | 3.7                             |
|                       |   |                            |                                      |                                  |                                 | 387  | USED COMMERCIAL VEHICLES . . . . .                     | 26                         | 1 008                                   | 2.3                              | 1.0                             |
|                       |   |                            |                                      |                                  |                                 | -  | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 97                                      | (X)                              | .1                              |
|                       |   |                            |                                      |                                  |                                 | 400  | AUTO FUELS—LUBRICANTS . . . . .                        | 29                         | 219                                     | .2                               | .2                              |
|                       |   |                            |                                      |                                  |                                 | 403  | MOTOR OILS—GREASES—OTHER OILS . . . . .                | 26                         | 180                                     | .2                               | .2                              |
|                       |   |                            |                                      |                                  |                                 | -  | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                        | 39                                      | (X)                              | (Z)                             |
|                       |   |                            |                                      |                                  |                                 | 420  | AUTO TIRES—BATTERIES—ACCESS . . . . .                  | 47                         | 7 149                                   | 7.0                              | 7.0                             |
|                       |   |                            |                                      |                                  |                                 | 421  | PARTS INSTALLED IN REPAIR WORK . . . . .               | 47                         | 4 018                                   | 3.9                              | 3.9                             |
|                       |   |                            |                                      |                                  |                                 | 422  | PARTS—WHOLESALE . . . . .                              | 36                         | 2 417                                   | 2.5                              | 2.4                             |
|                       |   |                            |                                      |                                  |                                 | 423  | PARTS—RETAIL . . . . .                                 | 43                         | 327                                     | .3                               | .3                              |
|                       |   |                            |                                      |                                  |                                 | 424  | AUTOMOBILE TIRES—BATTERIES—ACC                         | 30                         | 386                                     | .4                               | .4                              |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.

<sup>1</sup>Detail may not add to total due to rounding. <sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                         | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |                                  | Merchandise line code                       | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                 |  |  |
|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|----------------------------------|---|---------------------------------------|----------------------------|--------------------------------------|---------------------------------|--|--|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 | Amount <sup>1</sup><br>(\$1,000) |   |                                       |                            | As percent of total sales of—        |                                 |  |  |
|                       |   |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |                                  |   |                                       |                            | Establishments handling the line     | All establishments <sup>2</sup> |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 47                         | 6 178                                | 6.0                              | 6.0                             | 420                              | AUTO TIRES-BATTERIES-ACCESS. . . . .        | 34                                    | 6 473                      | 77.8                                 | 77.8                            |  |  |
| 527                   | SERVICE LABOR . . . . .                                       | 47                         | 5 835                                | 5.7                              | 5.7                             | 416                              | NEW TIRES-TUBES(TO FLEET OPRTRS             | 16                                    | 460                        | 6.6                                  | 5.5                             |  |  |
| 528                   | OTHER NONMERCHANTISE RECEIPTS . . . . .                       | 16                         | 343                                  | .6                               | .3                              | 417                              | NEW TIRES-TUBES(TO OTHER USERS)             | 25                                    | 1 553                      | 20.1                                 | 18.7                            |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 6                                    | (X)                              | (Z)                             | 418                              | RETREAOS(TO FLEET OPERATORS) . . . . .      | 9                                     | 57                         | 1.1                                  | .7                              |  |  |
|                       | DEALERS WITH IMPORTED CAR FRANCHISE ONLY (SIC 551 PT.)        |                            |                                      |                                  |                                 | 419                              | RETREAOS(TO OTHER USERS) . . . . .          | 17                                    | 265                        | 4.0                                  | 3.2                             |  |  |
|                       | TOTAL . . . . .   | 7                          | 5 112                                | (X)                              | 100.0                           | 426                              | AUTOMOBILE ACCESSORIES . . . . .            | 26                                    | 1 266                      | 10.7                                 | 8.5                             |  |  |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                                  | 7                          | 3 964                                | 77.5                             | 77.5                            | 428                              | NEW AUTO TIRES SOLO TO DEALERS              | 16                                    | 706                        | 10.7                                 | 8.5                             |  |  |
| 381                   | NEW PASSENGER CARS-RETAIL . . . . .                           | 7                          | 2 556                                | 50.0                             | 50.0                            | 429                              | NEW TRUCK-BUS TIRES (TO USERS)              | 17                                    | 1 270                      | 18.4                                 | 15.3                            |  |  |
| 385                   | USED PASSENGER CARS-RETAIL . . . . .                          | 7                          | 1 112                                | 21.8                             | 21.8                            | 431                              | NEW TRK-BUS TIRES(TO DEALERS). . . . .      | 14                                    | 244                        | 3.6                                  | 2.9                             |  |  |
| 386                   | USED PASSENGER CARS-WHSLR . . . . .                           | 5                          | 199                                  | 4.5                              | 3.9                             | 433                              | RETREAOS SOLO TO DEALERS . . . . .          | 14                                    | 113                        | 1.7                                  | 1.4                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 93                                   | (X)                              | 1.8                             | 434                              | RETREAOS-TRUCK-BUS (TO USERS). . . . .      | 16                                    | 328                        | 4.6                                  | 3.9                             |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 7                          | 579                                  | 11.3                             | 11.3                            | 435                              | RETREAOS-TRUCK-BUS(TO DEALERS). . . . .     | 12                                    | 94                         | 1.3                                  | 1.1                             |  |  |
| 421                   | PARTS INSTALLEO IN REPAIR WORK                                | 7                          | 373                                  | 7.3                              | 7.3                             | 436                              | STORAGE BATTERIES . . . . .                 | 18                                    | 117                        | 2.0                                  | 1.4                             |  |  |
| 422                   | PARTS-WHOLESALE . . . . .                                     | 5                          | 66                                   | 1.5                              | 1.3                             | 500                              | ALL OTHER MERCHANDISE . . . . .             | 11                                    | 164                        | 3.5                                  | 2.0                             |  |  |
| 423                   | PARTS-RETAIL . . . . .  | 6                          | 76                                   | 1.5                              | 1.5                             | 520                              | NONMERCHANTISE RECEIPTS . . . . .           | 25                                    | 976                        | 13.3                                 | 11.7                            |  |  |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                                | 4                          | 63                                   | 1.4                              | 1.2                             | 524                              | BRAKE AND WHEEL SERVICES . . . . .          | 17                                    | 478                        | 8.4                                  | 5.7                             |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 7                          | 541                                  | 10.6                             | 10.6                            | 525                              | TIRE SERVICES OTHER THAN RETRO              | 17                                    | 202                        | 3.1                                  | 2.4                             |  |  |
| 527                   | SERVICE LABOR . . . . .                                       | 7                          | 535                                  | 10.5                             | 10.5                            | 526                              | OTHER NONMERCHANTISE RECEIPTS . . . . .     | 21                                    | 295                        | 4.1                                  | 3.5                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 28                                   | (X)                              | .5                              | -                                | MISCELLANEOUS MERCHANDISE . . . . .         | (X)                                   | 24                         | (X)                                  | .3                              |  |  |
|                       | DEALERS WITH DOMESTIC AND IMPORT CAR FRANCHISES (SIC 551 PT.) |                            |                                      |                                  |                                 |                                  | 80AT DEALERS (SIC 5591)                     |                                       |                            |                                      |                                 |  |  |
|                       | TOTAL . . . . .   | 4                          | 11 307                               | (X)                              | 100.0                           |                                  | TOTAL . . . . .                             | 4                                     | 984                        | (X)                                  | 100.0                           |  |  |
|                       | MOTOR VEHICLE DEALERS--USED CARS ONLY (SIC 552)               |                            |                                      |                                  |                                 |                                  | HOUSEHOLD TRAILER DEALERS (SIC 5592)        |                                       |                            |                                      |                                 |  |  |
|                       | TOTAL . . . . .   | 30                         | 7 374                                | (X)                              | 100.0                           |                                  | TOTAL . . . . .                             | 13                                    | 3 988                      | (X)                                  | 100.0                           |  |  |
| 380                   | AUTOMOBILES-TRUCKS . . . . .                                  | 30                         | 7 120                                | 96.6                             | 96.6                            | 380                              | AUTOMOBILES-TRUCKS . . . . .                | 3                                     | 126                        | 7.3                                  | 3.2                             |  |  |
| 385                   | USED PASSENGER CARS-RETAIL . . . . .                          | 30                         | 6 212                                | 84.2                             | 84.2                            | 500                              | ALL OTHER MERCHANDISE . . . . .             | 13                                    | 3 545                      | 88.9                                 | 88.9                            |  |  |
| 386                   | USED PASSENGER CARS-WHSLR . . . . .                           | 10                         | 452                                  | 14.6                             | 6.1                             | 504                              | MOBILE HOMES-HOUSEHOLD TRLRs                | 10                                    | 2 538                      | 78.8                                 | 63.6                            |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 451                                  | (X)                              | 6.1                             | 505                              | CAMP TRAILERS-TRAVEL TRAILERS . . . . .     | 9                                     | 948                        | 28.8                                 | 23.8                            |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 15                         | 103                                  | 2.6                              | 1.4                             | 507                              | ALL OTHER MERCHANDISE . . . . .             | 5                                     | 59                         | 3.9                                  | 1.5                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 150                                  | (X)                              | 2.0                             | 520                              | NONMERCHANTISE RECEIPTS . . . . .           | 8                                     | 306                        | 11.9                                 | 7.7                             |  |  |
|                       | TIRE, BATTERY, AND ACCESSORY OLRS (SIC 553)                   |                            |                                      |                                  |                                 | -                                | MISCELLANEOUS MERCHANDISE . . . . .         | (X)                                   | 11                         | (X)                                  | .3                              |  |  |
|                       | TOTAL . . . . .   | 41                         | 9 636                                | (X)                              | 100.0                           |                                  | AIRCRAFT, MOTORCYCLE DEALERS (SIC 5599 PT.) |                                       |                            |                                      |                                 |  |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST                              | 20                         | 569                                  | 9.3                              | 5.9                             |                                  | TOTAL . . . . .                             | 6                                     | 4 134                      | (X)                                  | 100.0                           |  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                        | 15                         | 73                                   | 1.4                              | .8                              | 380                              | AUTOMOBILES-TRUCKS . . . . .                | 6                                     | 3 037                      | 73.5                                 | 73.5                            |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                       | 13                         | 196                                  | 4.1                              | 2.0                             | 389                              | MOTORCYCLES-MOTORSCOOTERS . . . . .         | 5                                     | 635                        | 90.5                                 | 15.4                            |  |  |
| 320                   | HARDWARE-GAROEING EQUIPMENT . . . . .                         | 17                         | 132                                  | 2.3                              | 1.4                             | 520                              | NONMERCHANTISE RECEIPTS . . . . .           | 4                                     | 231                        | 5.8                                  | 5.6                             |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 8                          | 298                                  | 11.6                             | 3.1                             | 527                              | SERVICE LABOR . . . . .                     | 4                                     | 207                        | 5.2                                  | 5.0                             |  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                          | 41                         | 6 990                                | 72.5                             | 72.5                            | -                                | MISCELLANEOUS . . . . .                     | (X)                                   | 3                          | (X)                                  | .1                              |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                               | 16                         | 261                                  | 4.3                              | 2.7                             | -                                | MISCELLANEOUS MERCHANDISE . . . . .         | (X)                                   | 865                        | (X)                                  | 20.9                            |  |  |
| 520                   | NONMERCHANTISE RECEIPTS . . . . .                             | 30                         | 1 047                                | 13.4                             | 10.9                            |                                  | AUTOMOTIVE DEALERS, N.E.C. (SIC 5599 PT.)   |                                       |                            |                                      |                                 |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 69                                   | (X)                              | .7                              |                                  | TOTAL . . . . .                             | -                                     | -                          | (X)                                  | -                               |  |  |
|                       | HOME AND AUTO SUPPLY STORES (SIC 553 PT.)                     |                            |                                      |                                  |                                 |                                  | GASOLINE SERVICE STATIONS (SIC 554)         |                                       |                            |                                      |                                 |  |  |
|                       | TOTAL . . . . .   | 7                          | 1 312                                | (X)                              | 100.0                           |                                  | TOTAL . . . . .                             | 447                                   | 65 867                     | (X)                                  | 100.0                           |  |  |
|                       | OTHER TIRE, BATTERY, AND ACCESSORY DEALERS (SIC 553 PT.)      |                            |                                      |                                  |                                 | 020                              | GROCERIES-OTHER FOODS . . . . .             | 29                                    | 137                        | 4.0                                  | .2                              |  |  |
|                       | TOTAL . . . . .   | 34                         | 8 324                                | (X)                              | 100.0                           | 040                              | MEALS-SNACKS . . . . .                      | 11                                    | 78                         | 3.1                                  | .1                              |  |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST                              | 13                         | 330                                  | 6.9                              | 4.0                             | 100                              | CIGARS-CIGARETTES-TOBACCO . . . . .         | 65                                    | 399                        | 3.1                                  | .6                              |  |  |
| 221                   | MAJOR HOUSEHOLD APPLIANCES . . . . .                          | 11                         | 149                                  | 3.2                              | 1.8                             | 220                              | MAJOR APPL-RADIO-TV-MUSICAL INST            | 8                                     | 147                        | 2.8                                  | .2                              |  |  |
| 222                   | RADIO-TV'S MUSICAL INSTR. . . . .                             | 10                         | 178                                  | 3.9                              | 2.1                             | 300                              | SPORTING-RECREATION EQUIPMENT . . . . .     | 8                                     | 137                        | 4.1                                  | .2                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 2                                    | (X)                              | (Z)                             | 380                              | AUTOMOBILES-TRUCKS . . . . .                | 10                                    | 114                        | 10.5                                 | .2                              |  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                        | 9                          | 15                                   | .4                               | .2                              | 391                              | OTHER POWERED ROAD VEHICLES . . . . .       | 9                                     | 111                        | 10.5                                 | .2                              |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                       | 7                          | 28                                   | .7                               | .3                              | -                                | MISCELLANEOUS MERCHANDISE . . . . .         | (X)                                   | 3                          | (X)                                  | (Z)                             |  |  |
| 317                   | ALL OTHER SPNG GOODS EXC BOATS                                | 7                          | 27                                   | .7                               | .3                              | 400                              | AUTO FUELS-LUBRICANTS . . . . .             | 447                                   | 55 534                     | 84.3                                 | 84.3                            |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                           | (X)                        | 1                                    | (X)                              | (Z)                             | 401                              | GASOLINE . . . . .                          | 447                                   | 50 877                     | 77.2                                 | 77.2                            |  |  |
| 320                   | HARDWARE-GAROEING EQUIPMENT . . . . .                         | 10                         | 26                                   | .5                               | .3                              | 402                              | OTHER AUTOMOTIVE FUELS . . . . .            | 65                                    | 2 032                      | 10.0                                 | 3.1                             |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                               | 6                          | 287                                  | 16.0                             | 3.4                             | 403                              | MOTOR OILS-GREASES-OTHER OILS . . . . .     | 415                                   | 2 625                      | 4.2                                  | 4.0                             |  |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.  
<sup>1</sup>Detail may not add to total due to rounding.  
<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.





TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                     | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code                            | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|---|----------------------------|--------------------------------------|----------------------------------|---------------------------------|--|---------------------------------------|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |  |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |
|                       |   |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |  |                                       |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |
|                       | MISC. APPAREL AND ACCESSORY STRS. (SIC 569)               |                            |                                      |                                  |                                 | RAIOIO AND TELEVISION STORES (SIC 5732)          |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .   | 2                          | (0)                                  | (X)                              | 100.0                           | TOTAL . . . . .                                  | 13                                    | 4 642                      | (X)                                  | 100.0                            |                                 |
|                       | FURNITURE, HOME FURNISHINGS AND EQUIPMENT STORES (SIC 57) |                            |                                      |                                  |                                 | 220 MAJOR APPL-RAIOIO-TV-MUSICAL INST            | 13                                    | 4 392                      | 94.6                                 | 94.6                             |                                 |
|                       | TOTAL . . . . .   | 112                        | 44 766                               | (X)                              | 100.0                           | 224 NEW MAJOR APPLIANCES . . . . .               | 7                                     | 476                        | 11.8                                 | 10.3                             |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . .                          | 22                         | 647                                  | 10.5                             | 1.4                             | 225 NEW RAIOIOS-TV'S ETC. . . . .                | 13                                    | 3 788                      | 81.6                                 | 81.6                             |                                 |
| 220                   | MAJOR APPL-RAIOIO-TV-MUSICAL INST                         | 69                         | 14 640                               | 80.7                             | 32.7                            | 226 USEO MAJOR APPL-RAIOIOS-TV'S . .             | 7                                     | 106                        | 7.6                                  | 2.3                              |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 55                         | 25 759                               | 77.3                             | 57.5                            | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 16                         | (X)                                  | 1.3                              |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . .                          | 39                         | 2 438                                | 25.4                             | 5.4                             |  |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCANOISE RECEIPTS . . . . .                          | 33                         | 717                                  | 2.7                              | 1.6                             | 520 NONMERCANOISE RECEIPTS . . . . .             | 7                                     | 195                        | 11.4                                 | 4.2                              |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 565                                  | (X)                              | 1.3                             | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 55                         | (X)                                  | 1.2                              |                                 |
|                       | FURNITURE STORES (SIC 5712)                               |                            |                                      |                                  |                                 | RECORO SHOPS (SIC 5733 PT.)                      |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .   | 30                         | 18 744                               | (X)                              | 100.0                           | TOTAL . . . . .                                  | 3                                     | (0)                        | (X)                                  | 100.0                            |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . .                          | 12                         | 111                                  | 13.0                             | .6                              | MUSICAL INSTRUMENT STORES (SIC 5733 PT.)         |                                       |                            |                                      |                                  |                                 |
| 220                   | MAJOR APPL-RAIOIO-TV-MUSICAL INST                         | 15                         | 974                                  | 29.3                             | 5.2                             | TOTAL . . . . .                                  | 10                                    | (0)                        | (X)                                  | 100.0                            |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 30                         | 17 170                               | 91.6                             | 91.6                            | 220 MAJOR APPL-RAIOIO-TV-MUSICAL INST            | 10                                    |                            |                                      |                                  |                                 |
| 243                   | SLEEP EQUIPMENT . . . . .                                 | 25                         | 917                                  | 20.9                             | 4.9                             | 229 ORGANS . . . . .                             | 10                                    |                            |                                      |                                  |                                 |
| 244                   | OTHER HOUSEHOLO FURNITURE . . . .                         | 29                         | 15 815                               | 84.6                             | 84.4                            | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 13                         | (0)                                  | 96.8                             | 30.2                            |
| 245                   | FLOOR COVERINGS-SOFT SURFACE . . .                        | 20                         | 343                                  | 11.3                             | 1.8                             |  |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 62                                   | (X)                              | .3                              |  |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCANOISE RECEIPTS . . . . .                          | 3                          | 253                                  | 1.6                              | 1.3                             | EATING AND ORINKING PLACES (SIC 58)              |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 236                                  | (X)                              | 1.3                             | TOTAL . . . . .                                  | 796                                   | 70 934                     | (X)                                  | 100.0                            |                                 |
|                       | HOME FURNISHINGS STORES (OTHER 571)                       |                            |                                      |                                  |                                 | 020 GROCERIES-OTHER FOODS . . . . .              | 40                                    | 684                        | 13.1                                 | 1.0                              |                                 |
|                       | TOTAL . . . . .   | 25                         | 8 762                                | (X)                              | 100.0                           | 040 MEALS-SNACKS . . . . .                       | 587                                   | 44 715                     | 77.6                                 | 63.0                             |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 17                         | 7 419                                | 87.0                             | 84.7                            | 060 ALCOHOLIC ORINKS . . . . .                   | 446                                   | 21 804                     | 50.2                                 | 30.7                             |                                 |
| 520                   | NONMERCANOISE RECEIPTS . . . . .                          | 5                          | 64                                   | 1.1                              | .7                              | 080 PACKAGE ALCOHOLIC BEVERAGES . .              | 181                                   | 2 272                      | 14.7                                 | 3.2                              |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 1 279                                | (X)                              | 14.6                            | 100 CIGARS-CIGARETTES-TOBACCO . . .              | 178                                   | 616                        | 3.5                                  | .9                               |                                 |
|                       | FLOOR COVERINGS STORES (SIC 5713)                         |                            |                                      |                                  |                                 | 500 ALL OTHER MERCHANOISE . . . . .              | 13                                    | 161                        | 3.5                                  | .2                               |                                 |
|                       | TOTAL . . . . .   | 16                         | 8 145                                | (X)                              | 100.0                           | 520 NONMERCANOISE RECEIPTS . . . .               | 111                                   | 522                        | 4.2                                  | .7                               |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 16                         | 7 403                                | 90.9                             | 90.9                            | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 160                        | (X)                                  | .2                               |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 742                                  | (X)                              | 9.1                             |  |                                       |                            |                                      |                                  |                                 |
|                       | ORAPERY, CURTAIN, AND UPHOLSTERY STORES (SIC 5714)        |                            |                                      |                                  |                                 | EATING PLACES (SIC 5812)                         |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .   | 4                          | (0)                                  | (X)                              | 100.0                           | TOTAL . . . . .                                  | 448                                   | 50 136                     | (X)                                  | 100.0                            |                                 |
|                       | CHINA, GLASSWARE, AND METALWARE STORES (SIC 5715)         |                            |                                      |                                  |                                 | 020 GROCERIES-OTHER FOODS . . . . .              | 34                                    | 657                        | 12.5                                 | 1.3                              |                                 |
|                       | TOTAL . . . . .   | 1                          | (0)                                  | (X)                              | 100.0                           | 040 MEALS-SNACKS . . . . .                       | 448                                   | 43 288                     | 86.3                                 | 86.3                             |                                 |
|                       | MISCELLANEOUS HOME FURNISHINGS STORES (SIC 5719)          |                            |                                      |                                  |                                 | 060 ALCOHOLIC ORINKS . . . . .                   | 98                                    | 4 856                      | 22.4                                 | 9.7                              |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                              | 4                          | 427                                  | (X)                              | 100.0                           | 080 PACKAGE ALCOHOLIC BEVERAGES . .              | 29                                    | 277                        | 8.6                                  | .6                               |                                 |
|                       | HOUSEHOLO APPLIANE STORES (SIC 572)                       |                            |                                      |                                  |                                 | 100 CIGARS-CIGARETTES-TOBACCO . . .              | 74                                    | 350                        | 3.0                                  | .7                               |                                 |
|                       | TOTAL . . . . .   | 31                         | 9 676                                | (X)                              | 100.0                           | 500 ALL OTHER MERCHANOISE . . . . .              | 10                                    | 156                        | 3.7                                  | .3                               |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . .                          | 5                          | 84                                   | 12.6                             | .9                              | 520 NONMERCANOISE RECEIPTS . . . .               | 71                                    | 449                        | 4.6                                  | .9                               |                                 |
| 220                   | MAJOR APPL-RAIOIO-TV-MUSICAL INST                         | 28                         | 6 416                                | 81.4                             | 66.3                            | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 103                        | (X)                                  | .2                               |                                 |
| 224                   | NEW MAJOR APPLIANCES . . . . .                            | 28                         | 4 304                                | 54.6                             | 44.5                            | RESTAURANTS, LUNCHROOMS, CATERERS (SIC 5812 PT.) |                                       |                            |                                      |                                  |                                 |
| 225                   | NEW RAIOIOS-TV'S ETC. . . . .                             | 18                         | 2 042                                | 28.1                             | 21.1                            | TOTAL . . . . .                                  | 298                                   | 36 971                     | (X)                                  | 100.0                            |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 68                                   | (X)                              | .7                              | 020 GROCERIES-OTHER FOODS . . . . .              | 24                                    | 248                        | 7.2                                  | .7                               |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 7                          | 1 147                                | 22.8                             | 11.9                            | 040 MEALS-SNACKS . . . . .                       | 298                                   | 30 890                     | 83.6                                 | 83.6                             |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . .                          | 11                         | 1 743                                | 22.9                             | 18.0                            | 060 ALCOHOLIC ORINKS . . . . .                   | 88                                    | 4 663                      | 23.5                                 | 12.6                             |                                 |
| 520                   | NONMERCANOISE RECEIPTS . . . . .                          | 17                         | 124                                  | 4.3                              | 1.3                             | 080 PACKAGE ALCOHOLIC BEVERAGES . .              | 27                                    | 270                        | 8.4                                  | .7                               |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 162                                  | (X)                              | 1.7                             | 100 CIGARS-CIGARETTES-TOBACCO . . .              | 60                                    | 279                        | 2.8                                  | .8                               |                                 |
|                       |   |                            |                                      |                                  |                                 | 500 ALL OTHER MERCHANOISE . . . . .              | 7                                     | 134                        | 3.7                                  | .4                               |                                 |
|                       |   |                            |                                      |                                  |                                 | 520 NONMERCANOISE RECEIPTS . . . . .             | 47                                    | 391                        | 5.5                                  | 1.1                              |                                 |
|                       |   |                            |                                      |                                  |                                 | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 96                         | (X)                                  | .3                               |                                 |
|                       |   |                            |                                      |                                  |                                 | CAFETERIAS (SIC 5812 PT.)                        |                                       |                            |                                      |                                  |                                 |
|                       |   |                            |                                      |                                  |                                 | TOTAL . . . . .                                  | 21                                    | 2 815                      | (X)                                  | 100.0                            |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . .                          | 5                          | 84                                   | 12.6                             | .9                              | 020 GROCERIES-OTHER FOODS . . . . .              | 4                                     | 166                        | 18.5                                 | 5.9                              |                                 |
| 220                   | MAJOR APPL-RAIOIO-TV-MUSICAL INST                         | 28                         | 6 416                                | 81.4                             | 66.3                            | 040 MEALS-SNACKS . . . . .                       | 21                                    | 2 552                      | 90.7                                 | 90.7                             |                                 |
| 224                   | NEW MAJOR APPLIANCES . . . . .                            | 28                         | 4 304                                | 54.6                             | 44.5                            | 100 CIGARS-CIGARETTES-TOBACCO . . .              | 5                                     | 43                         | 5.0                                  | 1.5                              |                                 |
| 225                   | NEW RAIOIOS-TV'S ETC. . . . .                             | 18                         | 2 042                                | 28.1                             | 21.1                            | - MISCELLANEOUS MERCHANOISE . . .                | (X)                                   | 54                         | (X)                                  | 1.9                              |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 68                                   | (X)                              | .7                              | REFRESHMENT PLACES (SIC 5812 PT.)                |                                       |                            |                                      |                                  |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 7                          | 1 147                                | 22.8                             | 11.9                            | TOTAL . . . . .                                  | 129                                   | 10 350                     | (X)                                  | 100.0                            |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . .                          | 11                         | 1 743                                | 22.9                             | 18.0                            |  |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCANOISE RECEIPTS . . . . .                          | 17                         | 124                                  | 4.3                              | 1.3                             |  |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANOISE . . . .                         | (X)                        | 162                                  | (X)                              | 1.7                             |  |                                       |                            |                                      |                                  |                                 |

Standard Notes - Represents zero. D Withheld to avoid disclosure.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.

TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line        | Establishments (number) | Sales of specified merchandise lines |                                   |                                   | Merchandise line code | Kind of business and merchandise line   | Establishments (number) | Sales of specified merchandise lines |                                   |                                   |
|-----------------------|--|-------------------------|--------------------------------------|-----------------------------------|-----------------------------------|-----------------------|---|-------------------------|--------------------------------------|-----------------------------------|-----------------------------------|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—     |                                   |                       |   |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—     |                                   |
|                       |  |                         |                                      | Estab-lishments handling the line | All estab-lish-ments <sup>2</sup> |                       |   |                         |                                      | Estab-lishments handling the line | All estab-lish-ments <sup>2</sup> |
| 040                   | MEALS-SNACKS . . . . .                       | 129                     | 9 845                                | 95.1                              | 95.1                              | 180                   | ALL FOOTWEAR . . . . .                  | 10                      | 39                                   | 12.5                              | .1                                |
| 060                   | ALCOHOLIC DRINKS . . . . .                   | 8                       | 161                                  | 11.6                              | 1.6                               | 220                   | MAJOR APPL-RAIO-TV-MUSICAL INST         | 25                      | 257                                  | 10.8                              | .5                                |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 21                      | 39                                   | 2.8                               | 4.9                               | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.        | 17                      | 606                                  | 33.3                              | 1.2                               |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                     | 305                                  | (X)                               | 2.9                               | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .  | 37                      | 756                                  | 17.0                              | 1.5                               |
|                       | ORINKING PLACES (ALCOHOLIC BEV.) (SIC 8131)  |                         |                                      |                                   |                                   | 280                   | JEWELRY-OPTICAL GOODS . . . . .         | 65                      | 6 086                                | 75.6                              | 11.8                              |
|                       | TOTAL . . . . .                              | 348                     | 20 798                               | (X)                               | 100.0                             | 300                   | SPORTING-RECREATION EQUIPMENT . . . . . | 29                      | 1 071                                | 72.4                              | 2.1                               |
| 020                   | GROCERIES-OTHER FOODS . . . . .              | 6                       | 26                                   | 7.1                               | .1                                | 320                   | HARWARE-GAROEING EQUIPMENT . . . . .    | 15                      | 560                                  | 42.3                              | 1.1                               |
| 040                   | MEALS-SNACKS . . . . .                       | 139                     | 1 427                                | 17.2                              | 6.9                               | 380                   | AUTOMOBILES-TRUCKS . . . . .            | 6                       | 233                                  | 55.5                              | .5                                |
| 060                   | ALCOHOLIC DRINKS . . . . .                   | 348                     | 16 947                               | 81.5                              | 81.5                              | 400                   | AUTO FUELS-LUBRICANTS . . . . .         | 7                       | 138                                  | 13.0                              | .3                                |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .        | 152                     | 1 995                                | 17.8                              | 9.6                               | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .   | 12                      | 419                                  | 25.0                              | .8                                |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .          | 104                     | 266                                  | 4.1                               | 1.3                               | 440                   | FARM EQUIPMENT MACHINERY . . . . .      | 5                       | 339                                  | 16.2                              | .7                                |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 40                      | 73                                   | 4.0                               | .4                                | 460                   | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .  | 35                      | 17 830                               | 84.6                              | 34.7                              |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                     | 63                                   | (X)                               | .3                                | 500                   | ALL OTHER MERCHANDISE . . . . .         | 147                     | 1 971                                | 40.0                              | 3.8                               |
|                       | ORUG STORES AND PROPRIETARY STRS. (SIC 591)  |                         |                                      |                                   |                                   | 520                   | NONMERCHANDISE RECEIPTS . . . . .       | 117                     | 753                                  | 4.9                               | 1.5                               |
|                       | TOTAL . . . . .                              | 132                     | 32 670                               | (X)                               | 100.0                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .     | (X)                     | 89                                   | (X)                               | .2                                |
| 020                   | GROCERIES-OTHER FOODS . . . . .              | 48                      | 1 193                                | 5.7                               | 3.7                               |                       | LIQUOR STORES (SIC 592)                 |                         |                                      |                                   |                                   |
| 040                   | MEALS-SNACKS . . . . .                       | 27                      | 782                                  | 7.2                               | 2.4                               |                       | TOTAL . . . . .                         | 69                      | 9 951                                | (X)                               | 100.0                             |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .        | 28                      | 1 547                                | 13.6                              | 4.7                               | 020                   | GROCERIES-OTHER FOODS . . . . .         | 15                      | 524                                  | 18.9                              | 5.3                               |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .          | 87                      | 2 716                                | 9.3                               | 8.3                               | 040                   | MEALS-SNACKS . . . . .                  | 13                      | 161                                  | 9.0                               | 1.6                               |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .           | 132                     | 20 766                               | 63.6                              | 63.6                              | 060                   | ALCOHOLIC DRINKS . . . . .              | 28                      | 1 042                                | 30.2                              | 10.5                              |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.             | 12                      | 135                                  | .9                                | .4                                | 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .   | 69                      | 7 949                                | 79.9                              | 79.9                              |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR           | 13                      | 223                                  | 1.7                               | .7                                | 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .     | 19                      | 203                                  | 8.8                               | 2.0                               |
| 220                   | MAJOR APPL-RAIO-TV-MUSICAL INST              | 18                      | 359                                  | 2.1                               | 1.1                               | 520                   | NONMERCHANDISE RECEIPTS . . . . .       | 10                      | 37                                   | 2.0                               | .4                                |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .       | 20                      | 693                                  | 4.1                               | 2.1                               | -                     | MISCELLANEOUS MERCHANDISE . . . . .     | (X)                     | 35                                   | (X)                               | .4                                |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .              | 32                      | 385                                  | 2.3                               | 1.2                               |                       | LIQUOR STORES (SIC 592)                 |                         |                                      |                                   |                                   |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .      | 14                      | 505                                  | 3.1                               | 1.5                               |                       | TOTAL . . . . .                         | 1                       | (0)                                  | (X)                               | 100.0                             |
| 320                   | HARWARE-GAROEING EQUIPMENT . . . . .         | 18                      | 274                                  | 1.6                               | .8                                |                       | SECONOHANO STORES (SIC 5933)            |                         |                                      |                                   |                                   |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .          | 6                       | 45                                   | .5                                | .1                                |                       | TOTAL . . . . .                         | 26                      | 2 047                                | (X)                               | 100.0                             |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .        | 5                       | 51                                   | 1.8                               | .2                                | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.        | 12                      | 93                                   | 15.7                              | 4.5                               |
| 500                   | ALL OTHER MERCHANDISE . . . . .              | 49                      | 2 678                                | 12.0                              | 8.2                               | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR      | 11                      | 129                                  | 22.0                              | 6.3                               |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 28                      | 240                                  | 2.4                               | .7                                | 180                   | ALL FOOTWEAR . . . . .                  | 7                       | 20                                   | 5.2                               | 1.0                               |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                     | 77                                   | (X)                               | .2                                | 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .  | 8                       | 19                                   | 3.6                               | .9                                |
|                       | ORUG STORES (SIC 591 PT.)                    |                         |                                      |                                   |                                   | 220                   | MAJOR APPL-RAIO-TV-MUSICAL INST         | 14                      | 164                                  | 14.0                              | 8.0                               |
|                       | TOTAL . . . . .                              | 132                     | 32 670                               | (X)                               | 100.0                             | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.        | 14                      | 425                                  | 39.7                              | 20.8                              |
| 020                   | GROCERIES-OTHER FOODS . . . . .              | 48                      | 1 193                                | 5.7                               | 3.7                               | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .  | 14                      | 94                                   | 10.7                              | 4.6                               |
| 040                   | MEALS-SNACKS . . . . .                       | 27                      | 782                                  | 7.2                               | 2.4                               | 280                   | JEWELRY-OPTICAL GOODS . . . . .         | 6                       | 166                                  | 32.2                              | 8.1                               |
| 060                   | ALCOHOLIC DRINKS . . . . .                   | 28                      | 1 547                                | 13.6                              | 4.7                               | 300                   | SPORTING-RECREATION EQUIPMENT . . . . . | 7                       | 111                                  | 16.1                              | 5.4                               |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .        | 28                      | 1 547                                | 13.6                              | 4.7                               | 380                   | AUTOMOBILES-TRUCKS . . . . .            | 6                       | 229                                  | 49.7                              | 11.2                              |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .          | 87                      | 2 716                                | 9.3                               | 8.3                               | 400                   | AUTO FUELS-LUBRICANTS . . . . .         | 4                       | 5                                    | 2.1                               | .2                                |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .           | 132                     | 20 766                               | 63.6                              | 63.6                              | 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .   | 8                       | 367                                  | 76.4                              | 17.9                              |
| 121                   | MEDICINES EXC. PRESCRIPTION . . . . .        | 127                     | 8 728                                | 27.6                              | 27.6                              | 460                   | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .  | 4                       | 5                                    | 2.1                               | .2                                |
| 122                   | PRESCRIPTION MEDICINES . . . . .             | 132                     | 9 017                                | 27.6                              | 27.6                              | 500                   | ALL OTHER MERCHANDISE . . . . .         | 8                       | 163                                  | 28.7                              | 8.0                               |
| 123                   | ALL OTHER DRUGS-PROPRIETARIES . . . . .      | 80                      | 3 020                                | 16.3                              | 9.2                               | 520                   | NONMERCHANDISE RECEIPTS . . . . .       | 10                      | 24                                   | 4.2                               | 1.2                               |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.             | 12                      | 135                                  | .9                                | .4                                | -                     | MISCELLANEOUS MERCHANDISE . . . . .     | (X)                     | 32                                   | (X)                               | 1.6                               |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR           | 13                      | 223                                  | 1.7                               | .7                                |                       | SPORTING GOODS STORES (SIC 5952)        |                         |                                      |                                   |                                   |
| 220                   | MAJOR APPL-RAIO-TV-MUSICAL INST              | 18                      | 359                                  | 2.1                               | 1.1                               |                       | TOTAL . . . . .                         | 11                      | 814                                  | (X)                               | 100.0                             |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .       | 20                      | 693                                  | 4.1                               | 2.1                               |                       | BICYCLE SHOPS (SIC 5953)                |                         |                                      |                                   |                                   |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .              | 32                      | 385                                  | 2.3                               | 1.2                               |                       | TOTAL . . . . .                         | 5                       | 210                                  | (X)                               | 100.0                             |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .      | 14                      | 505                                  | 3.1                               | 1.5                               | 300                   | SPORTING-RECREATION EQUIPMENT . . . . . | 5                       | 178                                  | 84.8                              | 84.8                              |
| 320                   | HARWARE-GAROEING EQUIPMENT . . . . .         | 18                      | 274                                  | 1.6                               | .8                                | 520                   | NONMERCHANDISE RECEIPTS . . . . .       | 3                       | 28                                   | 14.0                              | 13.3                              |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .          | 6                       | 45                                   | .5                                | .1                                | -                     | MISCELLANEOUS MERCHANDISE . . . . .     | (X)                     | 4                                    | (X)                               | 1.9                               |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .        | 5                       | 51                                   | 1.8                               | .2                                |                       | JEWELRY STORES (SIC 597)                |                         |                                      |                                   |                                   |
| 500                   | ALL OTHER MERCHANDISE . . . . .              | 49                      | 2 678                                | 12.0                              | 8.2                               |                       | TOTAL . . . . .                         | 36                      | 4 606                                | (X)                               | 100.0                             |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .            | 28                      | 240                                  | 2.4                               | .7                                | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .  | 16                      | 324                                  | 11.8                              | 7.0                               |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .          | (X)                     | 77                                   | (X)                               | .2                                | 266                   | ALL OTHER HOME FURN EXC. CHINA          | 13                      | 117                                  | 4.2                               | 2.5                               |
|                       | PROPRIETARY STORES (SIC 591 PT.)             |                         |                                      |                                   |                                   | 267                   | CHINA-GLASSWARE . . . . .               | 13                      | 207                                  | 9.0                               | 4.5                               |
|                       | TOTAL . . . . .                              | -                       | -                                    | (X)                               | -                                 |                       |   |                         |                                      |                                   |                                   |
|                       | MISCELLANEOUS RETAIL STORES (SIC 59 EX, 591) |                         |                                      |                                   |                                   |                       |   |                         |                                      |                                   |                                   |
|                       | TOTAL . . . . .                              | 356                     | 51 437                               | (X)                               | 100.0                             |                       |   |                         |                                      |                                   |                                   |
| 020                   | GROCERIES-OTHER FOODS . . . . .              | 25                      | 600                                  | 18.1                              | 1.2                               |                       |   |                         |                                      |                                   |                                   |
| 040                   | MEALS-SNACKS . . . . .                       | 16                      | 190                                  | 9.7                               | .4                                |                       |   |                         |                                      |                                   |                                   |
| 060                   | ALCOHOLIC DRINKS . . . . .                   | 29                      | 1 044                                | 25.9                              | 2.0                               |                       |   |                         |                                      |                                   |                                   |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .        | 70                      | 7 958                                | 69.8                              | 15.5                              |                       |   |                         |                                      |                                   |                                   |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .          | 38                      | 664                                  | 20.9                              | 1.3                               |                       |   |                         |                                      |                                   |                                   |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .           | 12                      | 54                                   | 5.0                               | .1                                |                       |   |                         |                                      |                                   |                                   |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.             | 16                      | 118                                  | 14.2                              | .2                                |                       |   |                         |                                      |                                   |                                   |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR           | 18                      | 204                                  | 21.0                              | .4                                |                       |   |                         |                                      |                                   |                                   |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

<sup>1</sup>Detail may not add to total due to rounding.

<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

NA Not available.

X Not applicable.

Z Less than 0.05 percent.







TABLE 2. Standard Metropolitan Statistical Areas, by Kind of Business: 1967—Continued

Omaha, Nebr.-Iowa, SMSA—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line        | Establishments<br>(number) | Sales of specified merchandise lines |   |  |
|-----------------------|--|----------------------------|--------------------------------------|---|--|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--              |  |
|                       |  |                            |                                      | Estab-<br>lishments<br>handling<br>the line | All<br>estab-<br>lish-<br>ments <sup>3</sup> |
|                       | MERCHANDISING MACHINE OPERATORS<br>(SIC 534) |                            |                                      |   |  |
|                       | TOTAL <sup>2</sup> . . . . .                 | 20                         | 6 233                                | (X)   | 100.0  |
|                       | DIRECT SELLING ESTABLISHMENTS<br>(SIC 535)   |                            |                                      |   |  |
|                       | TOTAL <sup>2</sup> . . . . .                 | 10                         | 4 503                                | (X)   | 100.0  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available.  
 X Not applicable. Z Less than 0.05 percent.  
<sup>1</sup> Detail may not add to total due to rounding.  
<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code  | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |   | Merchandise line code                            | Kind of business and merchandise line | Establishments<br>(number)                  | Sales of specified merchandise lines |   |                |                    |      |      |     |
|--|---------------------------------------|----------------------------|--------------------------------------|---|--|---------------------------------------|---|--------------------------------------|---|----------------|--------------------|------|------|-----|
|  |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—<br>Establishments handling the line |  |                                       |   | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—<br>Establishments handling the line |                |                    |      |      |     |
|  |                                       |                            |                                      |   |  |                                       |   |                                      |   | Establishments | All establishments |      |      |     |
| <b>RETAIL TRADE</b>  |                                       |                            |                                      |   | <b>PLUMBING AND HEATING EQUIP DRS. (SIC 522)</b> |                                       |   |                                      |   |                |                    |      |      |     |
|  | TOTAL                                 | 8 549                      | 1 433 313                            | (X)   | 100.0  |                                       | TOTAL                                       | 26                                   | (0)   | (X)            | 100.0              |      |      |     |
| 020  | GROCERIES—OTHER FOODS                 | 1 583                      | 232 995                              | 62.6  | 16.3   |                                       | PAINT, GLASS, AND WALLPAPER STRS. (SIC 523) |                                      |   |                |                    |      |      |     |
| 040  | MEALS—SNACKS                          | 1 806                      | 55 952                               | 57.3  | 3.9  |                                       | TOTAL                                       | 52                                   | 4 117   | (X)            | 100.0              |      |      |     |
| 060  | ALCOHOLIC DRINKS                      | 801                        | 19 637                               | 58.3  | 1.4  |                                       | 240   | FURNITURE—SLEEP EQUIP—FLOOR COV.     | 9   | 375            | 28.8               | 9.1  |      |     |
| 080  | PACKAGED ALCOHOLIC BEVERAGES          | 679                        | 17 065                               | 22.2  | 1.2  |                                       | 260   | KITCHENWARE—HOME FURNISHINGS         | 5   | 52             | 7.0                | 1.3  |      |     |
| 100  | CIGARS—CIGARETTES—TOBACCO             | 1 771                      | 13 514                               | 4.7   | .9   |                                       |   | 420                                  | LUMBER—BUILDING MATERIALS   | 52             | 3 385              | 82.2 | 82.2 |     |
| 120  | COSMETICS—DRUGS—CLEANERS              | 1 263                      | 47 429                               | 14.0  | 3.3  |                                       |   |                                      | 25  | 563            | 24.7               | 13.7 |      |     |
| 140  | MEN'S—BOYS' CLOTHING EXC FOOTWR.      | 643                        | 28 658                               | 17.2  | 2.0  |                                       |   |                                      | 49  | 1 535          | 38.5               | 37.3 |      |     |
| 160  | WOMEN'S—GIRLS' CLOTHING EXC FOOTWR    | 773                        | 46 007                               | 25.8  | 3.7  |                                       |   |                                      | 31  | 362            | 10.6               | 8.8  |      |     |
| 180  | ALL FOOTWEAR                          | 635                        | 16 547                               | 10.4  | 1.2  |                                       |   |                                      | 48  | 234            | 8.1                | 5.7  |      |     |
| 200  | CURTAINS—ORAPERIES—DRY GOODS          | 562                        | 15 307                               | 9.5   | 1.1  |                                       |   |                                      | 361   | 26             | 691                | 22.7 | 16.8 |     |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST      | 806                        | 35 947                               | 20.0  | 2.5  |                                       |   |                                      | 520   | (X)            | 14                 | 104  | 9.7  | 2.5 |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV.      | 598                        | 30 983                               | 22.9  | 2.2  |                                       |   |                                      |   |                | 122                | 122  | (X)  | 3.0 |
| 260  | KITCHENWARE—HOME FURNISHINGS          | 770                        | 10 267                               | 5.9   | .7   |                                       |   |                                      |   |                |                    |      |      |     |
| 280  | JEWELRY—OPTICAL GOODS                 | 592                        | 7 588                                | 5.4   | .5   |                                       |   |                                      |   |                |                    |      |      |     |
| 300  | SPORTING—RECREATION EQUIPMENT         | 618                        | 10 250                               | 6.5   | .7   |                                       |   |                                      |   |                |                    |      |      |     |
| 320  | HARWARE—GARDENING EQUIPMENT           | 1 080                      | 25 516                               | 10.4  | 1.8  |                                       |   |                                      |   |                |                    |      |      |     |
| 340  | LUMBER—BUILDING MATERIALS             | 946                        | 66 687                               | 35.8  | 4.7  |                                       |   |                                      |   |                |                    |      |      |     |
| 380  | AUTOMOBILES—TRUCKS                    | 603                        | 192 962                              | 63.0  | 13.5   |                                       |   |                                      |   |                |                    |      |      |     |
| 400  | AUTO FUELS—LUBRICANTS                 | 1 639                      | 112 973                              | 30.0  | 7.9  |                                       |   |                                      |   |                |                    |      |      |     |
| 420  | AUTO TIRES—BATTERIES—ACCESS.          | 1 821                      | 55 969                               | 11.4  | 3.9  |                                       |   |                                      |   |                |                    |      |      |     |
| 440  | FARM EQUIPMENT MACHINERY              | 161                        | 160 388                              | 64.3  | 11.2   |                                       |   |                                      |   |                |                    |      |      |     |
| 460  | HAY—GRAIN—FEEO—FARM SUPPLIES          | 808                        | 143 254                              | 61.3  | 10.0   |                                       |   |                                      |   |                |                    |      |      |     |
| 480  | HOUSEHOLD FUELS—ICE                   | 393                        | 17 299                               | 19.0  | 1.2  |                                       |   |                                      |   |                |                    |      |      |     |
| 500  | ALL OTHER MERCHANOISE                 | 1 195                      | 32 844                               | 11.6  | 2.3  |                                       |   |                                      |   |                |                    |      |      |     |
| 520  | NONMERCHANOISE RECEIPTS               | 3 106                      | 37 375                               | 5.0   | 2.6  |                                       |   |                                      |   |                |                    |      |      |     |
| <b>BUILDING MATERIALS, HARWARE AND FARM EQUIP DEALERS (SIC 52)</b> |                                       |                            |                                      |   | <b>ELECTRICAL SUPPLY STORES (SIC 524)</b>        |                                       |   |                                      |   |                |                    |      |      |     |
|  | TOTAL                                 | 1 135                      | 263 379                              | (X)   | 100.0  |                                       | TOTAL                                       | 5                                    | (0)   | (X)            | 100.0              |      |      |     |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST      | 156                        | 3 419                                | 14.2  | 1.3  | 120                                   | COSMETICS—DRUGS—CLEANERS                    | 9                                    | 39  | 3.8            | .2                 |      |      |     |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV.      | 119                        | 1 857                                | 11.4  | .7   | 200                                   | CURTAINS—ORAPERIES—DRY GOODS                | 12                                   | 23  | 2.1            | .1                 |      |      |     |
| 260  | KITCHENWARE—HOME FURNISHINGS          | 201                        | 2 663                                | 14.9  | 1.0  | 220                                   | MAJOR APPL—RADIO-TV—MUSICAL INST            | 115                                  | 2 873   | 19.4           | 12.2               |      |      |     |
| 300  | SPORTING—RECREATION EQUIPMENT         | 169                        | 2 100                                | 10.0  | .8   | 240                                   | FURNITURE—SLEEP EQUIP—FLOOR COV.            | 76                                   | 1 317   | 11.4           | 5.6                |      |      |     |
| 320  | HARWARE—GARDENING EQUIPMENT           | 562                        | 15 319                               | 18.0  | 5.8  | 260                                   | KITCHENWARE—HOME FURNISHINGS                | 180                                  | 2 482   | 13.5           | 10.5               |      |      |     |
| 340  | LUMBER—BUILDING MATERIALS             | 667                        | 56 357                               | 68.1  | 21.4   | 300                                   | JEWELRY—OPTICAL GOODS                       | 39                                   | 92  | 2.7            | .4                 |      |      |     |
| 380  | AUTOMOBILES—TRUCKS                    | 95                         | 8 263                                | 16.5  | 3.1  | 320                                   | SPORTING—RECREATION EQUIPMENT               | 145                                  | 1 378   | 7.7            | 5.8                |      |      |     |
| 400  | AUTO FUELS—LUBRICANTS                 | 67                         | 910                                  | 2.8   | .3   | 320                                   | HARWARE—GARDENING EQUIPMENT                 | 257                                  | 10 348  | 43.8           | 43.8               |      |      |     |
| 420  | AUTO TIRES—BATTERIES—ACCESS.          | 190                        | 5 696                                | 9.5   | 2.2  | 322                                   | GARDENING EQUIPMENT—SUPPLIES                | 217                                  | 1 955   | 9.1            | 8.3                |      |      |     |
| 440  | FARM EQUIPMENT MACHINERY              | 447                        | 153 573                              | 82.4  | 5.3  | 323                                   | PLUMBING—ELECTRICAL SUPPLIES                | 226                                  | 2 482   | 11.8           | 10.5               |      |      |     |
| 460  | HAY—GRAIN—FEEO—FARM SUPPLIES          | 137                        | 5 307                                | 11.9  | 2.0  | 324                                   | OTHER HARWARE—TOOLS                         | 257                                  | 5 911   | 25.0           | 25.0               |      |      |     |
| 480  | HOUSEHOLD FUELS—ICE                   | 98                         | 566                                  | 2.8   | .2   |                                       |   |                                      |   |                |                    |      |      |     |
| 500  | ALL OTHER MERCHANOISE                 | 74                         | 1 532                                | 10.7  | .6   | 340                                   | LUMBER—BUILDING MATERIALS                   | 214                                  | 2 524   | 11.6           | 10.7               |      |      |     |
| 520  | NONMERCHANOISE RECEIPTS               | 452                        | 5 369                                | 4.2   | 2.0  | 356                                   | ALL OTHER LUMBER—MILLWORK                   | 62                                   | 608   | 6.4            | 2.6                |      |      |     |
| -  | MISCELLANEOUS MERCHANOISE             | (X)                        | 448                                  | (X)   | .2   | 364                                   | PAINT—SNORIES—GLASS—WALLPAPER               | 211                                  | 1 916   | 8.9            | 8.1                |      |      |     |
| <b>LUMBER AND OTHER BLDG. MATERIALS DEALERS (SIC 521)</b>          |                                       |                            |                                      |   | <b>FARM EQUIPMENT DEALERS (SIC 5252)</b>         |                                       |   |                                      |   |                |                    |      |      |     |
|  | TOTAL                                 | 358                        | 56 293                               | (X)   | 100.0  |                                       | TOTAL                                       | 437                                  | 177 500   | (X)            | 100.0              |      |      |     |
| 220  | MAJOR APPL—RADIO-TV—MUSICAL INST      | 22                         | 222                                  | 6.2   | .4   | 220                                   | MAJOR APPL—RADIO-TV—MUSICAL INST            | 13                                   | 244   | 2.2            | .1                 |      |      |     |
| 240  | FURNITURE—SLEEP EQUIP—FLOOR COV.      | 32                         | 155                                  | 2.9   | .3   | 300                                   | SPORTING—RECREATION EQUIPMENT               | 17                                   | 707   | 11.7           | .4                 |      |      |     |
| 260  | KITCHENWARE—HOME FURNISHINGS          | 11                         | 69                                   | 2.9   | .1   | 320                                   | HARWARE—GARDENING EQUIPMENT                 | 62                                   | 1 526   | 6.6            | .9                 |      |      |     |
| 320  | HARWARE—GARDENING EQUIPMENT           | 233                        | 3 258                                | 7.9   | 5.8  | 340                                   | LUMBER—BUILDING MATERIALS                   | 12                                   | 570   | 10.7           | .3                 |      |      |     |
| 340  | LUMBER—BUILDING MATERIALS             | 358                        | 48 436                               | 86.0  | 86.0   | 380                                   | AUTOMOBILES—TRUCKS                          | 91                                   | 8 184   | 17.4           | 4.6                |      |      |     |
| 341  | LUMBER                                | 342                        | 18 756                               | 33.4  | 33.3   | 400                                   | AUTO FUELS—LUBRICANTS                       | 43                                   | 831   | 3.9            | .5                 |      |      |     |
| 342  | PLYWOOD                               | 325                        | 6 016                                | 11.1  | 10.7   | 420                                   | AUTO TIRES—BATTERIES—ACCESS.                | 112                                  | 4 879   | 10.1           | 2.7                |      |      |     |
| 343  | WINDOWS, DOORS, AND FRAMES—METAL      | 245                        | 1 675                                | 4.5   | 3.0  | 440                                   | FARM EQUIPMENT MACHINERY                    | 437                                  | 153 022   | 86.2           | 86.2               |      |      |     |
| 344  | KITCHEN CABINETS                      | 157                        | 572                                  | 1.9   | 1.0  | 460                                   | HAY—GRAIN—FEEO—FARM SUPPLIES                | 65                                   | 2 291   | 8.3            | 1.3                |      |      |     |
| 345  | ALL OTHER MILLWORK                    | 308                        | 3 180                                | 6.1   | 5.6  | 500                                   | HOUSEHOLD FUELS—ICE                         | 9                                    | 206   | 5.8            | .1                 |      |      |     |
| 346  | WALLBOARD                             | 321                        | 3 433                                | 6.4   | 6.1  | 500                                   | ALL OTHER MERCHANOISE                       | 13                                   | 765   | 10.0           | .4                 |      |      |     |
| 347  | ASPHALT AND ASPHALT PRODUCTS          | 317                        | 3 205                                | 6.1   | 5.7  | 520                                   | NONMERCHANOISE RECEIPTS                     | 212                                  | 4 185   | 4.6            | 2.4                |      |      |     |
| 348  | PAINT—GLASS—WALLPAPER                 | 313                        | 2 114                                | 4.0   | 3.8  | -                                     | MISCELLANEOUS MERCHANOISE                   | (X)                                  | 89  | (X)            | .1                 |      |      |     |
| 349  | HEATING AND PLUMBING EQUIP            | 53                         | 383                                  | 7.6   | .7   |                                       |   |                                      |   |                |                    |      |      |     |
| 351  | METAL ROOFING AND SIOING              | 209                        | 1 081                                | 2.8   | 1.9  |                                       |   |                                      |   |                |                    |      |      |     |
| 352  | MASONRY SUPPLIES                      | 288                        | 2 478                                | 5.0   | 4.4  |                                       |   |                                      |   |                |                    |      |      |     |
| 353  | INSULATION                            | 263                        | 1 196                                | 2.5   | 2.1  |                                       |   |                                      |   |                |                    |      |      |     |
| 354  | PREFABRICATED BLDGS AND PARTS         | 39                         | 599                                  | 8.0   | 1.1  |                                       |   |                                      |   |                |                    |      |      |     |
| 355  | ALL OTHER BUILDING MATERIALS          | 168                        | 3 736                                | 13.3  | 6.6  |                                       |   |                                      |   |                |                    |      |      |     |
| 440  | FARM EQUIPMENT MACHINERY              | 4                          | 490                                  | 36.0  | .9   |                                       |   |                                      |   |                |                    |      |      |     |
| 460  | HAY—GRAIN—FEEO—FARM SUPPLIES          | 40                         | 2 297                                | 24.2  | 4.1  |                                       |   |                                      |   |                |                    |      |      |     |
| 480  | HOUSEHOLD FUELS—ICE                   | 79                         | 260                                  | 2.1   | .5   |                                       |   |                                      |   |                |                    |      |      |     |
| 500  | ALL OTHER MERCHANOISE                 | 9                          | 253                                  | 12.1  | .4   |                                       |   |                                      |   |                |                    |      |      |     |
| 520  | NONMERCHANOISE RECEIPTS               | 144                        | 753                                  | 3.0   | 1.3  |                                       |   |                                      |   |                |                    |      |      |     |
| -  | MISCELLANEOUS MERCHANOISE             | (X)                        | 100                                  | (X)   | .2   |                                       |   |                                      |   |                |                    |      |      |     |
| <b>GENERAL MERCHANOISE GROUP STORES (SIC 53 PART*)</b>             |                                       |                            |                                      |   | <b>TOTAL</b>                                     |                                       |   |                                      |   |                |                    |      |      |     |
|  | TOTAL                                 | 381                        | 95 841                               | (X)   | 100.0  |                                       | TOTAL                                       | 381                                  | 95 841  | (X)            | 100.0              |      |      |     |
| 020  | GROCERIES—OTHER FOODS                 | 186                        | 3 245                                | 8.1   | 3.4  | 020                                   | GROCERIES—OTHER FOODS                       | 186                                  | 3 245   | 8.1            | 3.4                |      |      |     |
| 040  | MEALS—SNACKS                          | 68                         | 1 287                                | 8.0   | 1.3  | 040                                   | MEALS—SNACKS                                | 68                                   | 1 287   | 8.0            | 1.3                |      |      |     |
| 100  | CIGARS—CIGARETTES—TOBACCO             | 53                         | 293                                  | 3.4   | .3   | 100                                   | CIGARS—CIGARETTES—TOBACCO                   | 53                                   | 293   | 3.4            | .3                 |      |      |     |
| 120  | COSMETICS—DRUGS—CLEANERS              | 261                        | 4 351                                | 5.4   | 4.5  | 120                                   | COSMETICS—DRUGS—CLEANERS                    | 261                                  | 4 351   | 5.4            | 4.5                |      |      |     |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. \*Nonstore retailers, part of SIC major group 53, are shown separately in this table. Detail may not add to total due to rounding. Merchandise line detail withheld due to insufficient reporting.

X Not applicable.

Z Less than 0.05 percent.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line  | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line          | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—    |                                 |
|                       |  |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |                       |  |                            |                                      | Establishments handling the line | All establishments <sup>2</sup> |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.       | 297                        | 11 575                               | 12.7                             | 12.1                            |                       | VARIETY STORES<br>(SIC 533)                    |                            |                                      |                                  |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR     | 315                        | 22 234                               | 23.8                             | 23.2                            |                       |  |                            |                                      |                                  |                                 |
| 180                   | ALL FOOTWEAR . . . . .                 | 275                        | 4 248                                | 4.8                              | 4.4                             |                       |  |                            |                                      |                                  |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . . | 329                        | 11 719                               | 12.5                             | 12.2                            |                       |  |                            |                                      |                                  |                                 |
| 220                   | MAJOR APPL-RAOIO-TV-MUSICAL INST       | 137                        | 5 856                                | 8.6                              | 6.1                             |                       |  |                            |                                      |                                  |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.       | 175                        | 3 406                                | 4.7                              | 3.6                             | 020                   | GROCERIES-OTHER FOODS. . . . .                 | 150                        | (0)                                  | (X)                              | 100.0                           |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . . | 207                        | 3 259                                | 5.0                              | 3.4                             | 040                   | MEALS-SNACKS . . . . .                         | 57                         |                                      | 3.6                              | 3.3                             |
| 280                   | JEWELRY-OPTICAL GOODS. . . . .         | 222                        | 1 065                                | 1.3                              | 1.1                             | 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 148                        |                                      | 6.8                              | 6.8                             |
| 300                   | SPORTING-RECREATION EQUIPMENT. . . . . | 170                        | 2 088                                | 2.9                              | 2.2                             | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.               | 125                        |                                      | 5.2                              | 4.9                             |
| 320                   | HAROWARE-GAROEING EQUIPMENT. . . . .   | 206                        | 3 254                                | 4.6                              | 3.4                             | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR             | 136                        |                                      | 21.9                             | 21.4                            |
| 340                   | LUMBER-BUILDING MATERIALS. . . . .     | 74                         | 2 583                                | 5.8                              | 2.7                             | 180                   | ALL FOOTWEAR . . . . .                         | 118                        |                                      | 2.9                              | 2.5                             |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .         | 34                         | 323                                  | 1.1                              | .3                              | 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .         | 134                        |                                      | 12.0                             | 11.4                            |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .   | 43                         | 3 263                                | 8.0                              | 3.4                             | 220                   | MAJOR APPL-RAOIO-TV-MUSICAL INST               | 70                         |                                      | 2.8                              | 1.8                             |
| 440                   | FARM EQUIPMENT MACHINERY. . . . .      | 9                          | 148                                  | 2.0                              | .2                              | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.               | 75                         |                                      | 4.7                              | 2.8                             |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . . | 17                         | 240                                  | 2.8                              | .3                              | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 108                        | (0)                                  | 9.2                              | 6.0                             |
| 500                   | ALL OTHER MERCHANOISE . . . . .        | 245                        | 7 405                                | 9.0                              | 7.7                             | 280                   | JEWELRY-OPTICAL GOODS. . . . .                 | 129                        |                                      | 2.3                              | 2.2                             |
| S20                   | NONMERCHANOISE RECEIPTS. . . . .       | 161                        | 3 295                                | 6.6                              | 3.4                             | 300                   | SPORTING-RECREATION EQUIPMENT. . . . .         | 91                         |                                      | 1.6                              | 1.2                             |
| -                     | MISCELLANEOUS MERCHANOISE. . . . .     | (X)                        | 701                                  | (X)                              | .7                              | 320                   | HAROWARE-GAROEING EQUIPMENT. . . . .           | 133                        |                                      | 3.8                              | 3.8                             |
|                       |  |                            |                                      |                                  |                                 | 340                   | LUMBER-BUILDING MATERIALS. . . . .             | 25                         |                                      | 4.0                              | .7                              |
|                       | DEPARTMENT STORES<br>(SIC 531)         |                            |                                      |                                  |                                 | 400                   | AUTO FUELS-LUBRICANTS. . . . .                 | 5                          |                                      | 1.2                              | .1                              |
|                       | TOTAL . . . . .                        | 34                         | 42 050                               | (X)                              | 100.0                           | 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .           | 5                          |                                      | 1.2                              | .1                              |
|                       |  |                            |                                      |                                  |                                 | 500                   | ALL OTHER MERCHANOISE. . . . .                 | 136                        |                                      | 23.2                             | 22.7                            |
|                       |  |                            |                                      |                                  |                                 | 520                   | NONMERCHANOISE RECEIPTS. . . . .               | 68                         |                                      | 2.7                              | 1.2                             |
|                       |  |                            |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANOISE. . . . .             | (X)                        |                                      | (X)                              | 1.9                             |
| 020                   | GROCERIES-OTHER FOODS. . . . .         | 8                          | 1 761                                | 6.4                              | 1.8                             |                       | GENERAL MERCHANOISE STORES<br>(SIC 539 PART)   |                            |                                      |                                  |                                 |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .     | 31                         | 1 547                                | 3.8                              | 3.7                             |                       | TOTAL . . . . .                                | 174                        | 29 596                               | (X)                              | 100.0                           |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.       | 34                         | 5 054                                | 12.0                             | 12.0                            | 020                   | GROCERIES-OTHER FOODS. . . . .                 | 59                         | 1 725                                | 25.7                             | 5.8                             |
| 141                   | MEN'S CLOTHING . . . . .               | 34                         | 3 603                                | 8.6                              | 8.6                             | 100                   | CIGARS-CIGARETTES-TOBACCO. . . . .             | 34                         | 796                                  | 4.1                              | 4.7                             |
| 142                   | BOYS' CLOTHING . . . . .               | 34                         | 1 451                                | 3.5                              | 3.5                             | 120                   | COSMETICS-DRUGS-CLEANERS . . . . .             | 62                         | 1 268                                | 9.3                              | 4.3                             |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR     | 34                         | 9 526                                | 22.7                             | 22.7                            | 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.               | 138                        | 5 399                                | 20.1                             | 18.2                            |
| 161                   | CHILDREN'S-INFANTS' WEAR . . . . .     | 34                         | 998                                  | 2.4                              | 2.4                             | 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR             | 144                        | 7 834                                | 27.6                             | 26.5                            |
| 162                   | HANOBAGS-ACCESSORIES . . . . .         | 33                         | 884                                  | 2.2                              | 2.1                             | 161                   | CHILDREN'S-INFANTS' WEAR . . . . .             | 126                        | 728                                  | 2.6                              | 2.5                             |
| 163                   | MILLINERY. . . . .                     | 29                         | 253                                  | .6                               | .6                              | 162                   | HANOBAGS-ACCESSORIES . . . . .                 | 93                         | 360                                  | 1.5                              | 1.2                             |
| 164                   | HOSIERY. . . . .                       | 34                         | 643                                  | 1.5                              | 1.5                             | 163                   | MILLINERY. . . . .                             | 54                         | 75                                   | 2.5                              | .3                              |
| 165                   | LINGERIE . . . . .                     | 34                         | 1 483                                | 3.5                              | 3.5                             | 164                   | HOSIERY. . . . .                               | 114                        | 660                                  | 2.4                              | 2.2                             |
| 166                   | WOMENS COATS-SUITS-FURS-RAINWR         | 32                         | 934                                  | 2.3                              | 2.2                             | 165                   | LINGERIE . . . . .                             | 110                        | 1 389                                | 5.3                              | 4.7                             |
| 167                   | WOMEN'S DRESSES. . . . .               | 34                         | 1 836                                | 4.4                              | 4.4                             | 166                   | WOMENS COATS-SUITS-FURS-RAINWR                 | 84                         | 485                                  | 2.0                              | 1.6                             |
| 168                   | WOMEN'S BLOUSES-SPTSWR . . . . .       | 34                         | 1 659                                | 3.9                              | 3.9                             | 167                   | WOMEN'S DRESSES. . . . .                       | 95                         | 1 367                                | 4.6                              | 3.8                             |
| 169                   | GIRLS'-SUBTEEN-TEEN WEAR . . . . .     | 34                         | 791                                  | 1.9                              | 1.9                             | 168                   | WOMEN'S BLOUSES-SPTSWR . . . . .               | 119                        | 1 360                                | 4.8                              | 4.6                             |
| -                     | MISCELLANEOUS MERCHANOISE. . . . .     | (X)                        | 43                                   | (X)                              | .1                              | 169                   | GIRLS'-SUBTEEN-TEEN WEAR . . . . .             | 86                         | 802                                  | 3.3                              | 2.7                             |
| 180                   | ALL FOOTWEAR . . . . .                 | 33                         | 1 870                                | 4.5                              | 4.4                             | -                     | MISCELLANEOUS MERCHANOISE. . . . .             | (X)                        | 92                                   | (X)                              | .3                              |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . . | 34                         | 3 514                                | 8.4                              | 8.4                             | 180                   | ALL FOOTWEAR . . . . .                         | 124                        | 1 809                                | 6.7                              | 6.1                             |
| 201                   | PIECE GOODS-NOTIONS. . . . .           | 33                         | 1 395                                | 3.5                              | 3.3                             | 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .         | 138                        | 4 172                                | 14.7                             | 14.1                            |
| 202                   | CURTAINS-ORAPERIES . . . . .           | 34                         | 2 043                                | 4.9                              | 4.9                             | 220                   | MAJOR APPL-RAOIO-TV-MUSICAL INST               | 37                         | 1 162                                | 11.1                             | 3.9                             |
| -                     | MISCELLANEOUS MERCHANOISE. . . . .     | (X)                        | 76                                   | (X)                              | .2                              | 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.               | 70                         | 624                                  | 3.2                              | 2.1                             |
| 220                   | MAJOR APPL-RAOIO-TV-MUSICAL INST       | 30                         | 4 280                                | 10.6                             | 10.2                            | 241                   | FLOOR COVERINGS. . . . .                       | 64                         | 302                                  | 1.5                              | 1.0                             |
| 221                   | MAJOR HOUSEHOLD APPLIANCES . . . . .   | 27                         | 2 636                                | 7.1                              | 6.3                             | 242                   | FURNITURE-SLEEP EQUIPMENT. . . . .             | 30                         | 290                                  | 2.8                              | 1.0                             |
| 222                   | RAOIOS-TV'S MUSICAL INSTR. . . . .     | 27                         | 1 642                                | 4.3                              | 3.9                             | 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 72                         | 682                                  | 6.9                              | 2.3                             |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.       | 29                         | 2 154                                | 5.5                              | 5.1                             | 280                   | JEWELRY-OPTICAL GOODS. . . . .                 | 62                         | 271                                  | 1.7                              | .9                              |
| 241                   | FLOOR COVERINGS. . . . .               | 27                         | 1 036                                | 2.9                              | 2.5                             | 300                   | SPORTING-RECREATION EQUIPMENT. . . . .         | 50                         | 468                                  | 3.2                              | 1.6                             |
| 242                   | FURNITURE-SLEEP EQUIPMENT. . . . .     | 27                         | 1 118                                | 3.0                              | 2.7                             | 320                   | HAROWARE-GAROEING EQUIPMENT . . . . .          | 48                         | 801                                  | 7.3                              | 2.7                             |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . . | 28                         | 1 223                                | 3.2                              | 2.9                             | 340                   | LUMBER-BUILDING MATERIALS. . . . .             | 36                         | 514                                  | 9.7                              | 1.7                             |
| 261                   | CHINA-GLASSWARE. . . . .               | 22                         | 244                                  | .8                               | .6                              | 348                   | PAINT-GLASS-WALLPAPER. . . . .                 | 23                         | 202                                  | 4.1                              | .7                              |
| 262                   | KITCHENWARE-HOUSEWARES . . . . .       | 28                         | 898                                  | 2.3                              | 2.1                             | 356                   | ALL OTHER LUMBER-MILLWORK. . . . .             | 14                         | 303                                  | 5.9                              | 1.0                             |
| -                     | MISCELLANEOUS MERCHANOISE. . . . .     | (X)                        | 81                                   | (X)                              | .2                              | 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .           | 18                         | 386                                  | 7.2                              | 1.3                             |
| 280                   | JEWELRY-OPTICAL GOODS. . . . .         | 30                         | 2 299                                | .7                               | .7                              | 500                   | ALL OTHER MERCHANOISE. . . . .                 | 76                         | 899                                  | 5.8                              | 3.0                             |
| 300                   | SPORTING-RECREATION EQUIPMENT. . . . . | 29                         | 1 342                                | 3.4                              | 3.2                             | S20                   | NONMERCHANOISE RECEIPTS. . . . .               | 65                         | 639                                  | 5.8                              | 2.2                             |
| 320                   | HAROWARE-GAROEING EQUIPMENT . . . . .  | 24                         | 1 888                                | 4.6                              | 3.8                             | -                     | MISCELLANEOUS MERCHANOISE. . . . .             | (X)                        | 747                                  | (X)                              | 2.5                             |
| 321                   | HAROWARE-TOOLS . . . . .               | 22                         | 881                                  | 2.7                              | 2.1                             |                       | ORY GOODS STORES<br>(SIC 539 PART)             |                            |                                      |                                  |                                 |
| 322                   | GAROEING EQUIPMENT-SUPPLIES . . . . .  | 23                         | 707                                  | 2.0                              | 1.7                             |                       | TOTAL . . . . .                                | 18                         | (0)                                  | (X)                              | 100.0                           |
| 340                   | LUMBER-BUILDING MATERIALS. . . . .     | 22                         | 1 919                                | 5.9                              | 4.6                             |                       |  |                            |                                      |                                  |                                 |
| 348                   | PAINT-GLASS-WALLPAPER. . . . .         | 20                         | 630                                  | 2.1                              | 1.5                             |                       | SEWING AND NEEDLEWORK STORES<br>(SIC 539 PART) |                            |                                      |                                  |                                 |
| 356                   | ALL OTHER LUMBER-MILLWORK. . . . .     | 19                         | 1 289                                | 4.5                              | 3.1                             |                       | TOTAL . . . . .                                | 5                          | (0)                                  | (X)                              | 100.0                           |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .         | 8                          | 134                                  | .7                               | .3                              |                       |  |                            |                                      |                                  |                                 |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .   | 21                         | 2 860                                | 9.1                              | 6.8                             |                       | FOOD STORES<br>(SIC 54)                        |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANOISE. . . . .         | 33                         | 1 339                                | 3.2                              | 3.2                             |                       | TOTAL . . . . .                                | 966                        | 250 007                              | (X)                              | 100.0                           |
| S01                   | TOYS-GAMES-WHEEL GOODS . . . . .       | 30                         | 762                                  | 1.9                              | 1.8                             | 020                   | GROCERIES-OTHER FOODS. . . . .                 | 966                        | 221 827                              | 88.7                             | 88.7                            |
| S02                   | BOOKS-STATIONERY-PHOTO. EQUIP.         | 25                         | 334                                  | .9                               | .8                              |                       |  |                            |                                      |                                  |                                 |
| S18                   | MOSE. EXC. TOY-GAMES-BOOKS-STA         | 24                         | 243                                  | .8                               | .6                              |                       |  |                            |                                      |                                  |                                 |
| S20                   | NONMERCHANOISE RECEIPTS. . . . .       | 23                         | 2 378                                | 8.9                              | 5.7                             |                       |  |                            |                                      |                                  |                                 |
| S35                   | ALL OTHER SERVICE RECEIPTS . . . . .   | 23                         | 2 232                                | 8.3                              | 5.3                             |                       |  |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS . . . . .                | (X)                        | 146                                  | (X)                              | .3                              |                       |  |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANOISE. . . . .     | (X)                        | 261                                  | (X)                              | .6                              |                       |  |                            |                                      |                                  |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

NA Not available. X Not applicable.

Z Less than 0.05 percent.

<sup>1</sup> Detail may not add to total due to rounding.

<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.



TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line          | Establishments (number) | Sales of specified merchandise lines |                                  |                                 |                               | Merchandise line code                                  | Kind of business and merchandise line | Establishments (number) | Sales of specified merchandise lines |                                 |  |  |
|-----------------------|--|-------------------------|--------------------------------------|----------------------------------|---------------------------------|-------------------------------|--|---------------------------------------|-------------------------|--------------------------------------|---------------------------------|--|--|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—    |                                 | Amount <sup>1</sup> (\$1,000) |  |                                       |                         | As percent of total sales of—        |                                 |  |  |
|                       |  |                         |                                      | Establishments handling the line | All establishments <sup>1</sup> |                               |  |                                       |                         | Establishments handling the line     | All establishments <sup>1</sup> |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 18                      | 287                                  | 3.5                              | .1                              | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   | 31                      | (X)                                  | .8                              |  |  |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .          | 110                     | 909                                  | 2.5                              | .4                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 562                     | 7 729                                | 4.9                              | 3.1                             |                               |  |                                       |                         |                                      |                                 |  |  |
| 120                   | COSMETICS-ORUGS-CLEANERS . . . . .             | 576                     | 9 088                                | 5.4                              | 3.6                             |                               | RETAIL BAKERIES-BAKING, SELLING (SIC 5462)             |                                       |                         |                                      |                                 |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .       | 44                      | 331                                  | 1.7                              | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .   | 60                      | 754                                  | 4.4                              | .3                              |                               | TOTAL . . . . .  | 83                                    | 3 591                   | (X)                                  | 100.0                           |  |  |
| 180                   | ALL FOOTWEAR . . . . .                         | 17                      | 163                                  | 3.2                              | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 200                   | CURTAINS-ORAPERIES-DRY GOODS . . . . .         | 24                      | 533                                  | 2.8                              | .2                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 50                      | 1 133                                | 4.4                              | .5                              | 020                           | GROCERIES-OTHER FOODS . . . . .                        | 83                                    | 3 497                   | 97.4                                 | 97.4                            |  |  |
| 320                   | HARWARE-GARODENING EQUIPMENT . . . . .         | 43                      | 347                                  | 1.7                              | .1                              | 025                           | BAKERY PRODUCTS-EXCEPT FROZEN . . . . .                | 83                                    | 3 406                   | 94.8                                 | 94.8                            |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                | 22                      | 142                                  | 14.2                             | .1                              | 027                           | ALL OTHER FOODS . . . . .                              | 7                                     | 61                      | 12.6                                 | 1.7                             |  |  |
| 460                   | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .         | 35                      | 597                                  | 8.0                              | .2                              | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   | 30                      | (X)                                  | .8                              |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 282                     | 3 917                                | 3.9                              | 1.6                             | 040                           | MEALS-SNACKS . . . . .                                 | 5                                     | 57                      | 23.5                                 | 1.6                             |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 259                     | 1 704                                | 1.6                              | .7                              | 100                           | CIGARS-CIGARETTES-TOBACCO . . . . .                    | 3                                     | 7                       | 3.2                                  | .2                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     | 546                                  | (X)                              | .2                              | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   | 30                      | (X)                                  | .8                              |  |  |
|                       | GROCERY STORES (SIC 541)                       |                         |                                      |                                  |                                 |                               | RETAIL BAKERIES--SELLING ONLY (SIC 5463)               |                                       |                         |                                      |                                 |  |  |
|                       | TOTAL . . . . .                                | 809                     | 239 944                              | (X)                              | 100.0                           |                               | TOTAL . . . . .  | 5                                     | (0)                     | (X)                                  | 100.0                           |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 809                     | 212 286                              | 88.5                             | 88.5                            |                               |  |                                       |                         |                                      |                                 |  |  |
| 021                   | MEATS-FISH-POULTRY . . . . .                   | 769                     | 55 134                               | 23.3                             | 23.0                            |                               | DAIRY PRODUCTS STORES (SIC 545)                        |                                       |                         |                                      |                                 |  |  |
| 022                   | PRODUCE (FRESH FRUITS-VEGTBL) . . . . .        | 722                     | 19 106                               | 8.2                              | 8.0                             |                               | TOTAL . . . . .  | 15                                    | 976                     | (X)                                  | 100.0                           |  |  |
| 023                   | FROZEN FOODS . . . . .                         | 670                     | 11 460                               | 6.0                              | 4.8                             |                               |  |                                       |                         |                                      |                                 |  |  |
| 024                   | ALL OTHER FOODS . . . . .                      | 794                     | 126 586                              | 52.9                             | 52.8                            |                               |  |                                       |                         |                                      |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 9                       | 158                                  | 3.7                              | .1                              |                               | EGG AND POULTRY DEALERS (SIC 549 PT.)                  |                                       |                         |                                      |                                 |  |  |
| 080                   | PACKAGE ALCOHOLIC BEVERAGES . . . . .          | 108                     | 885                                  | 2.5                              | .4                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 550                     | 7 668                                | 4.9                              | 3.2                             |                               | TOTAL . . . . .  | 11                                    | 1 458                   | (X)                                  | 100.0                           |  |  |
| 120                   | COSMETICS-ORUGS-CLEANERS . . . . .             | 570                     | 9 054                                | 5.6                              | 3.8                             |                               |  |                                       |                         |                                      |                                 |  |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .       | 43                      | 330                                  | 1.7                              | .1                              |                               | OTHER MISCELLANEOUS FOOD STORES (SIC 549 PT.)          |                                       |                         |                                      |                                 |  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .   | 59                      | 751                                  | 4.2                              | .3                              |                               | TOTAL . . . . .  | 2                                     | (0)                     | (X)                                  | 100.0                           |  |  |
| 180                   | ALL FOOTWEAR . . . . .                         | 16                      | 162                                  | 3.2                              | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 200                   | CURTAINS-ORAPERIES-DRY GOODS . . . . .         | 24                      | 533                                  | 2.8                              | .2                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .         | 49                      | 1 128                                | 4.3                              | .5                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .        | 8                       | 121                                  | 3.2                              | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 320                   | HARWARE-GARODENING EQUIPMENT . . . . .         | 41                      | 325                                  | 1.6                              | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                | 21                      | 136                                  | 14.2                             | .1                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 460                   | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .         | 29                      | 436                                  | 8.6                              | .2                              |                               |  |                                       |                         |                                      |                                 |  |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                | 279                     | 3 894                                | 3.8                              | 1.6                             |                               | AUTOMOTIVE DEALERS (SIC 55 EX. 554)                    |                                       |                         |                                      |                                 |  |  |
| 516                   | ALL OTHER MERCHANDISE . . . . .                | 105                     | 583                                  | 1.1                              | .2                              |                               | TOTAL . . . . .  | 575                                   | 244 804                 | (X)                                  | 100.0                           |  |  |
| 517                   | PAPER-PAPER PRODUCTS . . . . .                 | 251                     | 3 311                                | 3.5                              | 1.4                             |                               |  |                                       |                         |                                      |                                 |  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .              | 251                     | 1 657                                | 1.6                              | .7                              | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST                       | 52                                    | 1 765                   | 15.2                                 | .7                              |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     | 419                                  | (X)                              | .2                              | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .                 | 24                                    | 360                     | 4.1                                  | .1                              |  |  |
|                       | MEAT MARKETS (SIC 542 PT.)                     |                         |                                      |                                  |                                 | 300                           | SPORTING-RECREATION EQUIPMENT . . . . .                | 36                                    | 1 442                   | 14.2                                 | .6                              |  |  |
|                       | TOTAL . . . . .                                | 27                      | 2 651                                | (X)                              | 100.0                           | 320                           | HARWARE-GARODENING EQUIPMENT . . . . .                 | 26                                    | 495                     | 8.0                                  | .2                              |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 27                      | 2 594                                | 97.8                             | 97.8                            | 340                           | LUMBER-BUILDING MATERIALS . . . . .                    | 15                                    | 125                     | 6.2                                  | .1                              |  |  |
| 021                   | MEATS-FISH-POULTRY . . . . .                   | 27                      | 2 427                                | 91.6                             | 91.6                            | 380                           | AUTOMOBILES-TRUCKS . . . . .                           | 428                                   | 184 175                 | 82.2                                 | 75.2                            |  |  |
| 022                   | PRODUCE (FRESH FRUITS-VEGTBL) . . . . .        | 4                       | 13                                   | 1.5                              | .5                              | 400                           | AUTO FUELS-LUBRICANTS . . . . .                        | 309                                   | 4 580                   | 2.7                                  | 1.9                             |  |  |
| 023                   | FROZEN FOODS . . . . .                         | 6                       | 20                                   | 1.8                              | .8                              | 420                           | AUTO TIRES-BATTERIES-ACCESS . . . . .                  | 511                                   | 30 689                  | 13.0                                 | 12.5                            |  |  |
| 024                   | ALL OTHER FOODS . . . . .                      | 8                       | 134                                  | 11.8                             | 5.1                             | 440                           | FARM EQUIPMENT MACHINERY . . . . .                     | 11                                    | 951                     | 16.6                                 | .4                              |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 4                       | 14                                   | 1.5                              | .5                              | 480                           | HOUSEHOLD FUELS-ICE . . . . .                          | 3                                     | 131                     | 16.6                                 | .1                              |  |  |
| 120                   | COSMETICS-ORUGS-CLEANERS . . . . .             | 3                       | 8                                    | .9                               | .3                              | 500                           | ALL OTHER MERCHANDISE . . . . .                        | 48                                    | 4 968                   | 32.7                                 | 2.0                             |  |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .            | (X)                     | 35                                   | (X)                              | 1.3                             | 520                           | NONMERCHANDISE RECEIPTS . . . . .                      | 445                                   | 14 821                  | 6.5                                  | 6.1                             |  |  |
|                       | FISH (SEA FOOD) MARKETS (SIC 542 PT.)          |                         |                                      |                                  |                                 | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   | 301                     | (X)                                  | .1                              |  |  |
|                       | TOTAL . . . . .                                | 2                       | (0)                                  | (X)                              | 100.0                           |                               | MOTOR VEHICLE DEALERS (SIC 551, 552)                   |                                       |                         |                                      |                                 |  |  |
|                       | FRUIT STORES AND VEGETABLE MKTS. (SIC 543)     |                         |                                      |                                  |                                 |                               | TOTAL . . . . .  | 402                                   | (0)                     | (X)                                  | 100.0                           |  |  |
|                       | TOTAL . . . . .                                | 7                       | (0)                                  | (X)                              | 100.0                           | 380                           | AUTOMOBILES-TRUCKS . . . . .                           | 402                                   |                         |                                      |                                 |  |  |
|                       | CANON, NUT, AND CONFECTIONERY STORES (SIC 544) |                         |                                      |                                  |                                 | 400                           | AUTO FUELS-LUBRICANTS . . . . .                        | 274                                   |                         |                                      |                                 |  |  |
|                       | TOTAL . . . . .                                | 5                       | 237                                  | (X)                              | 100.0                           | 420                           | AUTO TIRES-BATTERIES-ACCESS . . . . .                  | 377                                   |                         |                                      |                                 |  |  |
|                       | RETAIL BAKERIES (SIC 546)                      |                         |                                      |                                  |                                 | 440                           | FARM EQUIPMENT MACHINERY . . . . .                     | 8                                     |                         |                                      |                                 |  |  |
|                       | TOTAL . . . . .                                | 88                      | 3 696                                | (X)                              | 100.0                           | 520                           | NONMERCHANDISE RECEIPTS . . . . .                      | 365                                   |                         |                                      |                                 |  |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                | 88                      | 3 600                                | 97.4                             | 97.4                            | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   |                         |                                      |                                 |  |  |
| 040                   | MEALS-SNACKS . . . . .                         | 5                       | 58                                   | 23.5                             | 1.6                             |                               | DEALERS WITH DOMESTIC CAR FRANCHISE ONLY (SIC 551 PT.) |                                       |                         |                                      |                                 |  |  |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .            | 3                       | 7                                    | 3.2                              | .2                              | 300                           | SPORTING-RECREATION EQUIPMENT . . . . .                | 5                                     | 101                     | 4.5                                  | .1                              |  |  |
|                       |  |                         |                                      |                                  |                                 | 380                           | AUTOMOBILES-TRUCKS . . . . .                           | 348                                   | 167 039                 | 83.9                                 | 83.9                            |  |  |
|                       |  |                         |                                      |                                  |                                 | 381                           | NEW PASSENGER CARS-RETAIL . . . . .                    | 348                                   | 93 494                  | 47.0                                 | 47.0                            |  |  |
|                       |  |                         |                                      |                                  |                                 | 382                           | NEW PASSENGER CARS-WHOLESALE . . . . .                 | 29                                    | 914                     | 5.1                                  | .5                              |  |  |
|                       |  |                         |                                      |                                  |                                 | 383                           | NEW COMMERCIAL VEHICLES-RETAIL . . . . .               | 242                                   | 22 389                  | 14.2                                 | 11.2                            |  |  |
|                       |  |                         |                                      |                                  |                                 | 384                           | NEW COMMERCIAL VEHICLES-WHSL . . . . .                 | 11                                    | 126                     | 2.3                                  | .1                              |  |  |
|                       |  |                         |                                      |                                  |                                 | 385                           | USED PASSENGER CARS-RETAIL . . . . .                   | 334                                   | 40 501                  | 20.7                                 | 20.3                            |  |  |
|                       |  |                         |                                      |                                  |                                 | 386                           | USED PASSENGER CARS-WHSL . . . . .                     | 143                                   | 2 096                   | 2.6                                  | 1.1                             |  |  |
|                       |  |                         |                                      |                                  |                                 | 387                           | USED COMMERCIAL VEHICLES . . . . .                     | 237                                   | 6 452                   | 4.1                                  | 3.2                             |  |  |
|                       |  |                         |                                      |                                  |                                 | 392                           | ALL OTHER AUTOS-TRUCKS . . . . .                       | 18                                    | 905                     | 5.8                                  | .5                              |  |  |
|                       |  |                         |                                      |                                  |                                 | -                             | MISCELLANEOUS MERCHANDISE . . . . .                    | (X)                                   | 161                     | (X)                                  | .1                              |  |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

<sup>1</sup> Detail may not add to total due to rounding.

<sup>2</sup> Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable.

Z Less than 0.05 percent.





TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                      | Establishments (number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code                                  | Kind of business and merchandise line | Establishments (number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|--|-------------------------|--------------------------------------|----------------------------------|---------------------------------|--|---------------------------------------|-------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of--   |                                 |  |                                       |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of--   |                                 |
|                       |  |                         |                                      | Establishments handling the line | All establishments <sup>1</sup> |  |                                       |                         |                                      | Establishments handling the line | All establishments <sup>1</sup> |
|                       | AUTOMOTIVE DEALERS, N.E.C. (SIC 5599 PT.)                  |                         |                                      |                                  |                                 | MILLINERY STORES (SIC 563 PT.)                         |                                       |                         |                                      |                                  |                                 |
|                       | TOTAL  | 1                       | (D)                                  | (X)                              | 100.0                           | TOTAL  | 8                                     | 148                     | (X)                                  | 100.0                            |                                 |
|                       | GASOLINE SERVICE STATIONS (SIC 554)                        |                         |                                      |                                  |                                 | CORSET AND LINGERIE STORES (SIC 563 PT.)               |                                       |                         |                                      |                                  |                                 |
|                       | TOTAL  | 1 106                   | 127 380                              | (X)                              | 100.0                           | TOTAL  | -                                     | -                       | (X)                                  | -                                |                                 |
| 020                   | GROCERIES-OTHER FOODS                                      | 111                     | 600                                  | 4.5                              | .5                              | OTHER WOMEN'S ACCESSORY SPECIALTY STORES (SIC 563 PT.) |                                       |                         |                                      |                                  |                                 |
| 040                   | MEALS-SNACKS   | 33                      | 673                                  | 16.1                             | .5                              | TOTAL  | 4                                     | 851                     | (X)                                  | 100.0                            |                                 |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES                               | 10                      | 209                                  | 20.0                             | .2                              | FURRIERS AND FUR SHOPS (SIC 568)                       |                                       |                         |                                      |                                  |                                 |
| 100                   | CIGARS-CIGARETTES-TOBACCO                                  | 237                     | 860                                  | 2.9                              | .7                              | TOTAL  | 3                                     | 111                     | (X)                                  | 100.0                            |                                 |
| 300                   | SPORTING-RECREATION EQUIPMENT                              | 22                      | 286                                  | 7.4                              | .2                              | MEN'S AND BOYS' CLOTHING FURNISHINGS STORES (SIC 561)  |                                       |                         |                                      |                                  |                                 |
| 320                   | HARDWARE-GARDENING EQUIPMENT                               | 33                      | 232                                  | 5.0                              | .2                              | TOTAL  | 105                                   | 11 084                  | (X)                                  | 100.0                            |                                 |
| 340                   | LUMBER-BUILDING MATERIALS                                  | 17                      | 120                                  | 4.3                              | .1                              | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR                    | 105                                   | 10 152                  | 91.6                                 | 91.6                             |                                 |
| 380                   | AUTOMOBILES-TRUCKS   | 59                      | 339                                  | 5.3                              | .3                              | 142 BOYS' CLOTHING                                     | 55                                    | 887                     | 11.9                                 | 8.0                              |                                 |
| 400                   | AUTO FUELS-LUBRICANTS                                      | 1 106                   | 103 260                              | 81.1                             | 81.1                            | 143 MEN'S TAILORED OUTERWEAR                           | 92                                    | 3 564                   | 34.9                                 | 32.2                             |                                 |
| 401                   | GASOLINE   | 1 105                   | 88 941                               | 69.8                             | 69.8                            | 144 OTHER MEN'S OUTERWEAR                              | 95                                    | 1 514                   | 15.0                                 | 13.7                             |                                 |
| 402                   | OTHER AUTOMOTIVE FUELS                                     | 295                     | 8 748                                | 12.7                             | 6.9                             | 145 MEN'S HATS   | 72                                    | 265                     | 3.0                                  | 2.4                              |                                 |
| 403                   | MOTOR OILS-GREASES-OTHER OILS                              | 1 005                   | 5 567                                | 4.6                              | 4.4                             | 146 OTHER MEN'S CLOTHING                               | 103                                   | 3 922                   | 35.7                                 | 35.4                             |                                 |
| 420                   | AUTO TIRES-BATTERIES-ACCESS                                | 924                     | 12 765                               | 11.4                             | 10.0                            | 180 ALL FOOTWEAR                                       | 47                                    | 728                     | 11.2                                 | 6.6                              |                                 |
| 421                   | PARTS INSTALLED IN REPAIR WORK                             | 455                     | 3 137                                | 6.3                              | 2.5                             | 280 JEWELRY-OPTICAL GOODS                              | 4                                     | 24                      | 2.9                                  | .2                               |                                 |
| 423                   | PARTS-RETAIL   | 134                     | 580                                  | 3.0                              | .5                              | 500 NONMERCHANDISE RECEIPTS                            | 23                                    | 35                      | 1.2                                  | .3                               |                                 |
| 424                   | AUTOMOBILE TIRES-BATTERIES-ACC                             | 888                     | 9 047                                | 8.2                              | 7.1                             | - MISCELLANEOUS MERCHANDISE                            | (X)                                   | 145                     | (X)                                  | 1.3                              |                                 |
| 440                   | FARM EQUIPMENT MACHINERY                                   | 17                      | 551                                  | 13.7                             | .4                              | CUSTOM TAILORS (SIC 567)                               |                                       |                         |                                      |                                  |                                 |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES                               | 23                      | 1 178                                | 16.0                             | .9                              | TOTAL  | 1                                     | (D)                     | (X)                                  | 100.0                            |                                 |
| 480                   | HOUSEHOLD FUELS-ICE  | 99                      | 1 566                                | 7.0                              | 1.2                             | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR                    | 105                                   | 10 152                  | 91.6                                 | 91.6                             |                                 |
| 500                   | ALL OTHER MERCHANDISE                                      | 37                      | 388                                  | 4.1                              | .3                              | 142 BOYS' CLOTHING                                     | 55                                    | 887                     | 11.9                                 | 8.0                              |                                 |
| 520                   | NONMERCHANDISE RECEIPTS                                    | 704                     | 4 191                                | 4.8                              | 3.3                             | 143 MEN'S TAILORED OUTERWEAR                           | 92                                    | 3 564                   | 34.9                                 | 32.2                             |                                 |
| 527                   | SERVICE LABOR  | 684                     | 3 336                                | 3.8                              | 2.6                             | 144 OTHER MEN'S OUTERWEAR                              | 95                                    | 1 514                   | 15.0                                 | 13.7                             |                                 |
| -                     | MISCELLANEOUS MERCHANDISE                                  | (X)                     | 162                                  | (X)                              | .1                              | 145 MEN'S HATS   | 72                                    | 265                     | 3.0                                  | 2.4                              |                                 |
|                       | APPAREL AND ACCESSORY STORES (SIC 56)                      |                         |                                      |                                  |                                 | 146 OTHER MEN'S CLOTHING                               | 103                                   | 3 922                   | 35.7                                 | 35.4                             |                                 |
|                       | TOTAL  | 499                     | 49 738                               | (X)                              | 100.0                           | 180 ALL FOOTWEAR                                       | 47                                    | 728                     | 11.2                                 | 6.6                              |                                 |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR                            | 218                     | 15 455                               | 58.1                             | 31.1                            | 280 JEWELRY-OPTICAL GOODS                              | 4                                     | 24                      | 2.9                                  | .2                               |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                         | 322                     | 20 638                               | 65.9                             | 41.5                            | 500 NONMERCHANDISE RECEIPTS                            | 23                                    | 35                      | 1.2                                  | .3                               |                                 |
| 180                   | ALL FOOTWEAR   | 253                     | 11 387                               | 36.2                             | 22.9                            | - MISCELLANEOUS MERCHANDISE                            | (X)                                   | 145                     | (X)                                  | 1.3                              |                                 |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS                               | 74                      | 1 268                                | 9.3                              | 2.5                             | CUSTOM TAILORS (SIC 567)                               |                                       |                         |                                      |                                  |                                 |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                           | 13                      | 55                                   | .9                               | .1                              | TOTAL  | 1                                     | (D)                     | (X)                                  | 100.0                            |                                 |
| 280                   | JEWELRY-OPTICAL GOODS                                      | 45                      | 121                                  | 1.5                              | .2                              | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR                    | 105                                   | 10 152                  | 91.6                                 | 91.6                             |                                 |
| 300                   | SPORTING-RECREATION EQUIPMENT                              | 18                      | 81                                   | 2.3                              | .2                              | 142 BOYS' CLOTHING                                     | 55                                    | 887                     | 11.9                                 | 8.0                              |                                 |
| 320                   | ALL OTHER MERCHANDISE                                      | 24                      | 169                                  | 3.0                              | .9                              | 143 MEN'S TAILORED OUTERWEAR                           | 92                                    | 3 564                   | 34.9                                 | 32.2                             |                                 |
| 520                   | NONMERCHANDISE RECEIPTS                                    | 191                     | 464                                  | 2.2                              | .9                              | 144 OTHER MEN'S OUTERWEAR                              | 95                                    | 1 514                   | 15.0                                 | 13.7                             |                                 |
| -                     | MISCELLANEOUS MERCHANDISE                                  | (X)                     | 100                                  | (X)                              | .2                              | 145 MEN'S HATS   | 72                                    | 265                     | 3.0                                  | 2.4                              |                                 |
|                       | WOMEN'S CLOTHING, SPECIALTY STRS, FURRIERS (SIC 562, 3, 8) |                         |                                      |                                  |                                 | 146 OTHER MEN'S CLOTHING                               | 103                                   | 3 922                   | 35.7                                 | 35.4                             |                                 |
|                       | TOTAL  | 178                     | 15 051                               | (X)                              | 100.0                           | 180 ALL FOOTWEAR                                       | 47                                    | 728                     | 11.2                                 | 6.6                              |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                         | 178                     | 14 109                               | 93.7                             | 93.7                            | 280 JEWELRY-OPTICAL GOODS                              | 4                                     | 24                      | 2.9                                  | .2                               |                                 |
| 280                   | JEWELRY-OPTICAL GOODS                                      | 29                      | 66                                   | 1.6                              | .4                              | 500 NONMERCHANDISE RECEIPTS                            | 23                                    | 35                      | 1.2                                  | .3                               |                                 |
| 520                   | NONMERCHANDISE RECEIPTS                                    | 93                      | 200                                  | 1.8                              | 1.3                             | - MISCELLANEOUS MERCHANDISE                            | (X)                                   | 145                     | (X)                                  | 1.3                              |                                 |
| -                     | MISCELLANEOUS MERCHANDISE                                  | (X)                     | 675                                  | (X)                              | 4.5                             | CUSTOM TAILORS (SIC 567)                               |                                       |                         |                                      |                                  |                                 |
|                       | WOMEN'S READY-TO-WEAR STORES (SIC 562)                     |                         |                                      |                                  |                                 | TOTAL  | 1                                     | (D)                     | (X)                                  | 100.0                            |                                 |
|                       | TOTAL  | 163                     | 13 941                               | (X)                              | 100.0                           | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR                    | 105                                   | 10 152                  | 91.6                                 | 91.6                             |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR                         | 163                     | 13 019                               | 93.4                             | 93.4                            | 142 BOYS' CLOTHING                                     | 55                                    | 887                     | 11.9                                 | 8.0                              |                                 |
| 161                   | CHILDREN'S-INFANTS' WEAR                                   | 56                      | 486                                  | 7.0                              | 3.5                             | 143 MEN'S TAILORED OUTERWEAR                           | 92                                    | 3 564                   | 34.9                                 | 32.2                             |                                 |
| 163                   | MILLINERY  | 79                      | 211                                  | 2.0                              | 1.5                             | 144 OTHER MEN'S OUTERWEAR                              | 95                                    | 1 514                   | 15.0                                 | 13.7                             |                                 |
| 164                   | HOSIERY  | 115                     | 357                                  | 3.0                              | 2.6                             | 145 MEN'S HATS   | 72                                    | 265                     | 3.0                                  | 2.4                              |                                 |
| 165                   | LINGERIE   | 142                     | 1 115                                | 8.0                              | 8.0                             | 146 OTHER MEN'S CLOTHING                               | 103                                   | 3 922                   | 35.7                                 | 35.4                             |                                 |
| 168                   | WOMEN'S BLOUSES-SPTSWR                                     | 140                     | 3 171                                | 23.7                             | 22.7                            | 180 ALL FOOTWEAR                                       | 47                                    | 728                     | 11.2                                 | 6.6                              |                                 |
| 172                   | DRESSES  | 162                     | 4 996                                | 35.8                             | 35.8                            | 280 JEWELRY-OPTICAL GOODS                              | 4                                     | 24                      | 2.9                                  | .2                               |                                 |
| 173                   | COATS-SUITS  | 140                     | 2 131                                | 15.9                             | 15.3                            | 500 NONMERCHANDISE RECEIPTS                            | 23                                    | 35                      | 1.2                                  | .3                               |                                 |
| 174                   | HANDBAGS   | 82                      | 211                                  | 2.1                              | 1.5                             | - MISCELLANEOUS MERCHANDISE                            | (X)                                   | 145                     | (X)                                  | 1.3                              |                                 |
| 175                   | FURS   | 23                      | 80                                   | 2.0                              | .6                              | CUSTOM TAILORS (SIC 567)                               |                                       |                         |                                      |                                  |                                 |
| 176                   | OTHER WOMEN'S-GIRLS' CLOTHES ACC                           | 54                      | 261                                  | 4.0                              | 1.9                             | TOTAL  | 1                                     | (D)                     | (X)                                  | 100.0                            |                                 |
| 280                   | JEWELRY-OPTICAL GOODS                                      | 29                      | 65                                   | 1.8                              | .5                              | 140 MEN'S-BOYS' CLOTHING EXC FOOTWR                    | 105                                   | 10 152                  | 91.6                                 | 91.6                             |                                 |
| 520                   | NONMERCHANDISE RECEIPTS                                    | 84                      | 183                                  | 1.8                              | 1.3                             | 142 BOYS' CLOTHING                                     | 55                                    | 887                     | 11.9                                 | 8.0                              |                                 |
| -                     | MISCELLANEOUS MERCHANDISE                                  | (X)                     | 674                                  | (X)                              | 4.8                             | 143 MEN'S TAILORED OUTERWEAR                           | 92                                    | 3 564                   | 34.9                                 | 32.2                             |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure.

<sup>1</sup>Detail may not add to total due to rounding.

<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

NA Not available.

X Not applicable.

Z Less than 0.05 percent.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                     | Establishments<br>(number) | Sales of specified merchandise lines |   |  | Merchandise line code | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |   |  |
|-----------------------|---|----------------------------|--------------------------------------|---|--|-----------------------|---------------------------------------|----------------------------|--------------------------------------|---|--|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—               |  |                       |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of—               |  |
|                       |   |                            |                                      | Estab-<br>lishments<br>handling<br>the line | All<br>estab-<br>lish-<br>ments <sup>1</sup> |                       |                                       |                            |                                      | Estab-<br>lishments<br>handling<br>the line | All<br>estab-<br>lish-<br>ments <sup>1</sup> |
|                       | CHILDREN'S AND JUVENILES' SHOE STORES (SIC 566 PT.)       | -                          | -                                    | (X)   | -  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | -                          | -                                    | (X)   | -  |                       | 33                                    | 4 584                      | (X)                                  | 100.0                                       |  |
|                       | FAMILY SHOE STORES (SIC 566 PT.)                          |                            |                                      |   |  | 200                   |                                       | 183                        |                                      | 10.2  | 4.0  |
|                       | TOTAL . . . . .   | 92                         | 8 062                                | (X)   | 100.0  | 240                   |                                       | 3 237                      |                                      | 70.6  | 70.6   |
| 160                   | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR                         | 25                         | 200                                  | 10.0  | 2.5  | 260                   |                                       | 13                         |                                      | 8.6   | 2.3  |
| 180                   | ALL FOOTWEAR . . . . .                                    | 92                         | 7 787                                | 96.6  | 96.6   | 340                   |                                       | 192                        |                                      | 26.9  | 4.2  |
| 181                   | MEN'S AND BOYS' FOOTWEAR . . . . .                        | 92                         | 2 284                                | 28.3  | 28.3   | 520                   |                                       | 508                        |                                      | 28.6  | 11.1   |
| 182                   | WOMEN'S AND GIRLS' FOOTWEAR . . . . .                     | 92                         | 4 233                                | 52.5  | 52.5   | -                     |                                       | 359                        |                                      | (X)   | 7.8  |
| 183                   | CHILDREN'S AND INFANTS' FOOTWR                            | 90                         | 1 270                                | 15.8  | 15.8   |                       |                                       |                            |                                      |   |  |
| 520                   | NONMERCANTILE RECEIPTS . . . . .                          | 31                         | 50                                   | 1.5   | .6   | 200                   |                                       | 10                         |                                      | (0)   | (X)  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                        | 25                                   | (X)   | .3   | -                     |                                       | (X)                        |                                      | (0)   | (X)  |
|                       | CHILDREN'S AND INFANTS' WR. STRS. (SIC 564)               |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL <sup>2</sup> . . . . .                              | 18                         | 660                                  | (X)   | 100.0  |                       |                                       |                            |                                      | (0)   | (X)  |
|                       | MISC. APPAREL AND ACCESSORY STRS. (SIC 569)               |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | 4                          | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      | (X)   | -  |
|                       | FURNITURE, HOME FURNISHINGS AND EQUIPMENT STORES (SIC 57) |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | 458                        | 53 658                               | (X)   | 100.0  |                       |                                       | 201                        | 17 383                               | (X)   | 100.0  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .                    | 70                         | 884                                  | 7.9   | 1.6  | 220                   |                                       | 199                        | 12 558                               | 72.3  | 72.2   |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST                          | 319                        | 21 970                               | 61.5  | 40.9   | 224                   |                                       | 198                        | 9 164                                | 52.8  | 52.7   |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 224                        | 24 747                               | 69.6  | 46.1   | 225                   |                                       | 95                         | 2 974                                | 23.3  | 17.1   |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                    | 113                        | 1 143                                | 7.7   | 2.1  | 226                   |                                       | 81                         | 405                                  | 3.5   | 2.3  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                           | 6                          | 67                                   | 7.6   | .1   |                       |                                       |                            |                                      |   |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                   | 50                         | 265                                  | 4.7   | .5   | 240                   |                                       | 41                         | 1 956                                | 28.9  | 11.3   |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .                    | 53                         | 983                                  | 15.6  | 1.8  | 260                   |                                       | 48                         | 369                                  | 9.3   | 2.1  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .                       | 31                         | 416                                  | 7.7   | .8   | 300                   |                                       | 25                         | 198                                  | 7.6   | 1.1  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .                     | 27                         | 184                                  | 5.1   | .3   | 320                   |                                       | 31                         | 493                                  | 16.0  | 2.8  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                           | 19                         | 308                                  | 9.0   | .6   | 340                   |                                       | 19                         | 112                                  | 4.8   | .6   |
| 520                   | NONMERCANTILE RECEIPTS . . . . .                          | 217                        | 2 488                                | 10.3  | 4.6  | 420                   |                                       | 25                         | 157                                  | 6.2   | .9   |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                        | 202                                  | (X)   | .4   | 500                   |                                       | 7                          | 176                                  | 11.3  | 1.0  |
|                       | FURNITURE STORES (SIC 5712)                               |                            |                                      |   |  | 520                   |                                       | 124                        | 1 191                                | 12.6  | 6.9  |
|                       | TOTAL . . . . .   | 138                        | 23 213                               | (X)   | 100.0  | -                     |                                       | (X)                        | 173                                  | (X)   | 1.0  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .                    | 32                         | 249                                  | 3.5   | 1.1  |                       |                                       |                            |                                      |   |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST                          | 45                         | 2 358                                | 22.1  | 10.2   |                       |                                       |                            |                                      |   |  |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 138                        | 19 428                               | 83.7  | 83.7   | 220                   |                                       | 45                         | 3 205                                | 87.4  | 87.4   |
| 243                   | SLEEP EQUIPMENT . . . . .                                 | 130                        | 2 384                                | 10.4  | 10.3   | 224                   |                                       | 16                         | 372                                  | 34.0  | 10.2   |
| 244                   | OTHER HOUSEHOLD FURNITURE . . . . .                       | 137                        | 12 255                               | 53.2  | 52.8   | 225                   |                                       | 45                         | 2 639                                | 72.0  | 72.0   |
| 245                   | FLOOR COVERINGS-SOFT SURFACE                              | 126                        | 3 991                                | 17.9  | 17.2   | 226                   |                                       | 24                         | 92                                   | 3.9   | 2.5  |
| 246                   | FLOOR COVERINGS-HARD SURFACE                              | 87                         | 598                                  | 4.9   | 2.6  | 227                   |                                       | 8                          | 102                                  | 9.6   | 2.8  |
| 247                   | NONHOUSEHOLD FURNITURE . . . . .                          | 31                         | 200                                  | 5.0   | .9   |                       |                                       |                            |                                      |   |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                    | 41                         | 292                                  | 3.6   | 1.3  | 260                   |                                       | 8                          | 40                                   | 6.1   | 1.1  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                   | 5                          | 22                                   | 2.6   | .1   | 264                   |                                       | 7                          | 32                                   | 5.0   | .9   |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .                    | 7                          | 152                                  | 11.8  | .7   | -                     |                                       | (X)                        | 8                                    | (X)   | .2   |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .                       | 8                          | 109                                  | 4.8   | .5   | 520                   |                                       | 33                         | 277                                  | 8.6   | 7.6  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                           | 8                          | 61                                   | 4.6   | .3   | -                     |                                       | (X)                        | 143                                  | (X)   | 3.9  |
| 520                   | NONMERCANTILE RECEIPTS . . . . .                          | 31                         | 344                                  | 4.7   | 1.5  |                       |                                       |                            |                                      |   |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                        | 198                                  | (X)   | .9   |                       |                                       |                            |                                      |   |  |
|                       | HOME FURNISHINGS STORES (OTHER 571)                       |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | 47                         | 5 452                                | (X)   | 100.0  |                       |                                       | 1                          | (0)                                  | (X)   | 100.0  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .                    | 24                         | 497                                  | 22.9  | 9.1  |                       |                                       |                            |                                      |   |  |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV.                          | 42                         | 3 330                                | 67.5  | 61.1   |                       |                                       |                            |                                      |   |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                    | 17                         | 442                                  | 26.9  | 8.1  |                       |                                       |                            |                                      |   |  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .                       | 4                          | 193                                  | 25.5  | 3.5  |                       |                                       |                            |                                      |   |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                           | 15                         | 534                                  | 27.5  | 9.8  |                       |                                       |                            |                                      |   |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                       | (X)                        | 456                                  | (X)   | 8.4  |                       |                                       |                            |                                      |   |  |
|                       | RECORD SHOPS (SIC 5733 PT.)                               |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | 1                          | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |
|                       | MUSICAL INSTRUMENT STORES (SIC 5733 PT.)                  |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |
|                       | TOTAL . . . . .   | 26                         | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. Detail may not add to total due to rounding.

<sup>1</sup>Merchandise line detail withheld due to insufficient reporting.

NA Not available.

X Not applicable.

Z Less than 0.05 percent.



TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line            | Establishments (number) | Sales of specified merchandise lines |                                  |                                 |                               | Merchandise line code                        | Kind of business and merchandise line | Establishments (number) | Sales of specified merchandise lines |                                 |    |  |
|-----------------------|--|-------------------------|--------------------------------------|----------------------------------|---------------------------------|-------------------------------|--|---------------------------------------|-------------------------|--------------------------------------|---------------------------------|----|--|
|                       |  |                         | Amount <sup>1</sup> (\$1,000)        | As percent of total sales of—    |                                 | Amount <sup>1</sup> (\$1,000) |  |                                       |                         | As percent of total sales of—        |                                 |    |  |
|                       |  |                         |                                      | Establishments handling the line | All establishments <sup>2</sup> |                               |  |                                       |                         | Establishments handling the line     | All establishments <sup>2</sup> |    |  |
| 220                   | MAJDR APPL-RADIO-TV-MUSICAL INST                 | 26                      | 3 788                                | 96.2                             | (D)                             | 100                           | CIGARS-CIGARETTES-TDBACCO. . . . .           | 281                                   | 937                     | 6.7                                  | 4.3                             |    |  |
| 228                   | PIANDS . . . . .                                 | 18                      | 752                                  |                                  |                                 | 19.1                          | 520  | NONMERCHANDISE RECEIPTS. . . . .      | 28                      | 69                                   | 12.0                            | .3 |  |
| 229                   | DRGANS . . . . .                                 | 19                      | 750                                  |                                  |                                 | 19.1                          | -  | MISCELLANEDUS MERCHANOISE. . . . .    | (X)                     | 74                                   | (X)                             | .3 |  |
| 231                   | MUSICAL INSTR-ACCESSDRIES. . . . .               | 21                      | 1 233                                |                                  |                                 | 31.4                          |  |                                       |                         |                                      |                                 |    |  |
| 232                   | RADIDS PHOND-TAPE RCDRS-TV'S . . . . .           | 11                      | 620                                  |                                  |                                 | 15.8                          |  |                                       |                         |                                      |                                 |    |  |
| 233                   | RECDROS-TAPES-RELATED ACCESS . . . . .           | 10                      | 162                                  |                                  |                                 | 4.1                           |  |                                       |                         |                                      |                                 |    |  |
| 234                   | SHEET MUSIC-RELATED ITEMS. . . . .               | 19                      | 269                                  | 6.8                              |                                 |                               |  |                                       |                         |                                      |                                 |    |  |
| 520                   | NONMERCHANDISE RECEIPTS. . . . .                 | 14                      | 142                                  | 3.6                              |                                 |                               |  |                                       |                         |                                      |                                 |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 6                                    | .2                               |                                 |                               |  |                                       |                         |                                      |                                 |    |  |
|                       | EATING AND DRINKING PLACES (SIC 58)              |                         |                                      |                                  |                                 |                               |  |                                       |                         |                                      |                                 |    |  |
|                       | TDAL . . . . .                                   | 1 769                   | 78 812                               | (X)                              | 100.0                           |                               |  |                                       | (O)                     | (X)                                  | 100.0                           |    |  |
| 02D                   | GROceries-OTHER FOODS. . . . .                   | 146                     | 719                                  | 7.8                              | .9                              | 020                           | GROceries-OTHER FOODS. . . . .               | 56                                    | (D)                     | 6.3                                  | 2.1                             |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 1 562                   | 52 454                               | 74.8                             | 66.6                            | 040                           | MEALS-SNACKS . . . . .                       | 66                                    |                         | 10.3                                 | 1.6                             |    |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                       | 759                     | 18 784                               | 49.8                             | 23.8                            | 08D                           | PACKAGED ALCOHOLIC BEVERAGES . . . . .       | 12                                    |                         | 16.1                                 | .5                              |    |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .           | 332                     | 3 945                                | 17.9                             | 5.0                             | 100                           | CIGARS-CIGARETTES-TDBACCD. . . . .           | 17D                                   |                         | 4.8                                  | 2.9                             |    |  |
| 100                   | CIGARS-CIGARETTES-TDBACCD. . . . .               | 617                     | 1 714                                | 5.2                              | 2.2                             | 120                           | COSMETICS-ORUGS-CLEANERS . . . . .           | 328                                   |                         | 79.3                                 | 79.3                            |    |  |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .                   | 19                      | 313                                  | 23.5                             | .4                              | 140                           | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .    | 8                                     |                         | 3.8                                  | .3                              |    |  |
| 500                   | ALL OTHER MERCHANDISE. . . . .                   | 24                      | 122                                  | 10.5                             | .2                              | 160                           | WDMEN'S-GIRLS'CLDTHING+EX FOOTWR             | 13                                    |                         | 8.7                                  | 1.9                             |    |  |
| 520                   | NONMERCHANDISE RECEIPTS. . . . .                 | 215                     | 566                                  | 5.1                              | .7                              | 180                           | ALL FDDTWEAR . . . . .                       | 17                                    |                         | .9                                   | .2                              |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 195                                  | (X)                              | .2                              | 200                           | CURTAINS-DRAPERIES-DRY GOODS . . . . .       | 5                                     |                         | 1.0                                  | .2                              |    |  |
|                       | EATING PLACES (SIC 5812)                         |                         |                                      |                                  |                                 | 22D                           | MAJDR APPL-RADIO-TV-MUSICAL INST             | 16                                    |                         | 4.1                                  | 1.0                             |    |  |
|                       | TDAL . . . . .                                   | 1 235                   | 57 022                               | (X)                              | 100.0                           | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .       | 49                                    |                         | 3.7                                  | 1.2                             |    |  |
| 020                   | GROceries-OTHER FOODS. . . . .                   | 94                      | 639                                  | 10.5                             | 1.1                             | 280                           | JEWELRY-OPTICAL GOODS. . . . .               | 104                                   |                         | 2.3                                  | 1.1                             |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 1 235                   | 50 168                               | 88.0                             | 88.0                            | 300                           | SPORTING-RECREATION EQUIPMENT. . . . .       | 11                                    | 4.2                     | .9                                   |                                 |    |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                       | 225                     | 3 617                                | 25.2                             | 6.3                             | 400                           | HARDWARE-GAROEING EQUIPMENT. . . . .         | 26                                    | 3.4                     | .9                                   |                                 |    |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .           | 85                      | 768                                  | 10.2                             | 1.3                             | 500                           | LUMBER-BUILDING MATERIALS. . . . .           | 16                                    | 3.5                     | .2                                   |                                 |    |  |
| 100                   | CIGARS-CIGARETTES-TDBACCD. . . . .               | 336                     | 777                                  | 4.2                              | 1.4                             | 520                           | AUTO FUELS-LUBRICANTS. . . . .               | 3                                     | 1.6                     | .3                                   |                                 |    |  |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .                   | 18                      | 310                                  | 20.0                             | .5                              | -                             | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .       | 15                                    | 2.2                     | .1                                   |                                 |    |  |
| 500                   | ALL OTHER MERCHANDISE. . . . .                   | 22                      | 117                                  | 7.4                              | .2                              | 500                           | ALL OTHER MERCHANDISE. . . . .               | 143                                   | 7.8                     | 4.6                                  |                                 |    |  |
| 520                   | NONMERCHANDISE RECEIPTS. . . . .                 | 187                     | 497                                  | 4.9                              | .9                              | 520                           | NONMERCHANDISE RECEIPTS. . . . .             | 46                                    | 2.0                     | .3                                   |                                 |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 129                                  | (X)                              | .2                              | -                             | MISCELLANEDUS MERCHANOISE. . . . .           | (X)                                   | (X)                     | .2                                   |                                 |    |  |
|                       | RESTAURANTS, LUNCHRDDMS, CATERERS (SIC 5812 PT.) |                         |                                      |                                  |                                 |                               | DRUG STDRS (SIC 591 PT.)                     |                                       |                         |                                      |                                 |    |  |
|                       | TDAL . . . . .                                   | 855                     | 41 902                               | (X)                              | 100.0                           |                               | TDAL . . . . .                               | 302                                   | 40 963                  | (X)                                  | 100.0                           |    |  |
| D20                   | GROceries-OTHER FOODS. . . . .                   | 59                      | 374                                  | 10.8                             | .9                              | D20                           | GROceries-OTHER FOODS. . . . .               | 52                                    | 866                     | 6.3                                  | 2.1                             |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 855                     | 35 891                               | 85.7                             | 85.7                            | 040                           | MEALS-SNACKS . . . . .                       | 62                                    | 635                     | 10.2                                 | 1.6                             |    |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                       | 213                     | 3 512                                | 25.6                             | 8.4                             | 080                           | PACKAGED ALCOHOLIC BEVERAGES . . . . .       | 10                                    | 205                     | 15.6                                 | .5                              |    |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .           | 82                      | 759                                  | 10.6                             | 1.8                             | 100                           | CIGARS-CIGARETTES-TDBACCD. . . . .           | 160                                   | 1 170                   | 4.8                                  | 2.9                             |    |  |
| 100                   | CIGARS-CIGARETTES-TDBACCO. . . . .               | 247                     | 661                                  | 4.4                              | 1.6                             | 120                           | COSMETICS-ORUGS-CLEANERS . . . . .           | 302                                   | 32 546                  | 79.5                                 | 79.5                            |    |  |
| 400                   | AUTO FUELS-LUBRICANTS. . . . .                   | 6                       | 245                                  | 28.5                             | .6                              | 121                           | MEDICINES EXC. PRESCRIPTIDN. . . . .         | 287                                   | 10 315                  | 26.5                                 | 25.2                            |    |  |
| 500                   | ALL OTHER MERCHANDISE. . . . .                   | 14                      | 88                                   | 6.2                              | .2                              | 122                           | PRESCRIPTION MEDICINES . . . . .             | 302                                   | 15 810                  | 38.6                                 | 38.6                            |    |  |
| 520                   | NONMERCHANDISE RECEIPTS. . . . .                 | 114                     | 335                                  | 4.7                              | .8                              | 123                           | ALL OTHER DRUGS-PRDRIETARIES. . . . .        | 224                                   | 6 420                   | 19.7                                 | 15.7                            |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 37                                   | (X)                              | .1                              | 140                           | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .    | 7                                     | 116                     | 3.8                                  | .3                              |    |  |
|                       | CAFETERIAS (SIC 5812 PT.)                        |                         |                                      |                                  |                                 | 160                           | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR           | 11                                    | 784                     | 8.7                                  | 1.9                             |    |  |
|                       | TDAL . . . . .                                   | 35                      | 2 888                                | (X)                              | 100.0                           | 180                           | ALL FOOTWEAR . . . . .                       | 17                                    | 85                      | .9                                   | .2                              |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 35                      | 2 830                                | 98.0                             | 98.0                            | 200                           | CURTAINS-DRAPERIES-DRY GOODS . . . . .       | 4                                     | 76                      | 1.0                                  | .2                              |    |  |
| 100                   | CIGARS-CIGARETTES-TDBACCO. . . . .               | 7                       | 12                                   | (X)                              | 1.6                             | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST             | 16                                    | 411                     | 4.0                                  | 1.0                             |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 46                                   | (X)                              |                                 | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .       | 46                                    | 486                     | 3.7                                  | 1.2                             |    |  |
|                       | REFRESHMENT PLACES (SIC 5812 PT.)                |                         |                                      |                                  |                                 | 280                           | JEWELRY-OPTICAL GOODS. . . . .               | 99                                    | 459                     | 2.3                                  | 1.1                             |    |  |
|                       | TDAL . . . . .                                   | 345                     | 12 232                               | (X)                              | 100.0                           | 300                           | SPORTING-RECREATION EQUIPMENT. . . . .       | 10                                    | 374                     | 4.2                                  | .9                              |    |  |
| 020                   | GROceries-OTHER FOODS. . . . .                   | 33                      | 257                                  | 9.8                              | 2.1                             | 320                           | HARDWARE-GAROEING EQUIPMENT. . . . .         | 25                                    | 371                     | 3.4                                  | .9                              |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 345                     | 11 447                               | 93.6                             | 93.6                            | 340                           | LUMBER-BUILDING MATERIALS. . . . .           | 16                                    | 97                      | 3.5                                  | .2                              |    |  |
| 100                   | CIGARS-CIGARETTES-TDBACCO. . . . .               | 82                      | 103                                  | 3.1                              | .8                              | 400                           | AUTO FUELS-LUBRICANTS. . . . .               | 3                                     | 138                     | 1.6                                  | .3                              |    |  |
| 500                   | NONMERCHANDISE RECEIPTS. . . . .                 | 64                      | 149                                  | 5.6                              | 1.2                             | 460                           | HAY-GRAIN-FEEO-FARM SUPPLIES . . . . .       | 14                                    | 45                      | 2.3                                  | .1                              |    |  |
| -                     | MISCELLANEDUS MERCHANOISE. . . . .               | (X)                     | 276                                  | (X)                              | 2.3                             | 500                           | ALL OTHER MERCHANDISE. . . . .               | 137                                   | 1 908                   | 7.9                                  | 4.7                             |    |  |
|                       | ORINKING PLACES (ALCOHOLIC BEV.) (SIC 5813)      |                         |                                      |                                  |                                 | 520                           | NONMERCHANDISE RECEIPTS. . . . .             | 42                                    | 92                      | 1.3                                  | .2                              |    |  |
|                       | TDAL . . . . .                                   | 534                     | 21 790                               | (X)                              | 100.0                           | -                             | MISCELLANEDUS MERCHANOISE. . . . .           | (X)                                   | 98                      | (X)                                  | .2                              |    |  |
| 020                   | GROceries-OTHER FOODS. . . . .                   | 52                      | 80                                   | 2.9                              | .4                              |                               | PROPRIETARY STDRS (SIC 591 PT.)              |                                       |                         |                                      |                                 |    |  |
| 040                   | MEALS-SNACKS . . . . .                           | 327                     | 2 286                                | 16.4                             | 10.5                            |                               | TDAL . . . . .                               | 26                                    | (O)                     | (X)                                  | 100.0                           |    |  |
| 060                   | ALCOHOLIC DRINKS . . . . .                       | 534                     | 15 167                               | 69.6                             | 69.6                            |                               | MISCELLANEDUS RETAIL STORES (SIC 59 EX. S91) |                                       |                         |                                      |                                 |    |  |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .           | 248                     | 3 177                                | 23.4                             | 14.6                            | 020                           | GROceries-OTHER FOODS. . . . .               | 92                                    | 4 456                   | 18.4                                 | 2.1                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 040                           | MEALS-SNACKS . . . . .                       | 54                                    | 250                     | 6.6                                  | .4                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 060                           | ALCOHOLIC DRINKS . . . . .                   | 39                                    | 830                     | 26.6                                 | 4.1                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 080                           | PACKAGED ALCOHOLIC BEVERAGES . . . . .       | 185                                   | 11 075                  | 82.2                                 | 5.1                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 100                           | CIGARS-CIGARETTES-TDBACCO. . . . .           | 115                                   | 1 285                   | 13.3                                 | .6                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 120                           | COSMETICS-ORUGS-CLEANERS . . . . .           | 33                                    | 461                     | 1.7                                  | .2                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 140                           | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .    | 38                                    | 675                     | 2.5                                  | .3                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 160                           | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR            | 33                                    | 430                     | 1.9                                  | .2                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 180                           | ALL FOOTWEAR . . . . .                       | 35                                    | 433                     | 1.7                                  | .2                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 220                           | MAJOR APPL-RADIO-TV-MUSICAL INST             | 82                                    | 1 484                   | 8.4                                  | .7                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 240                           | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . .     | 21                                    | 426                     | 66.6                                 | .2                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 260                           | KITCHENWARE-HOME FURNISHINGS . . . . .       | 80                                    | 877                     | 6.6                                  | .4                              |    |  |
|                       |  |                         |                                      |                                  |                                 | 280                           | JEWELRY-OPTICAL GOODS. . . . .               | 137                                   | 5 619                   | 40.6                                 | 2.6                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 300                           | SPORTING-RECREATION EQUIPMENT. . . . .       | 63                                    | 2 552                   | 22.2                                 | 1.2                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 320                           | HARDWARE-GAROEING EQUIPMENT. . . . .         | 105                                   | 4 183                   | 9.1                                  | 1.9                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 340                           | LUMBER-BUILDING MATERIALS. . . . .           | 85                                    | 6 157                   | 14.5                                 | 2.8                             |    |  |
|                       |  |                         |                                      |                                  |                                 | 380                           | AUTOMOBILES-TRUCKS . . . . .                 | 12                                    | 160                     | 50.0                                 | .1                              |    |  |

<sup>1</sup>Standard Notes: - Represents zero. D Withheld to avoid disclosure. Detail may not add to total due to rounding. <sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

NA Not available. X Not applicable. Z Less than 0.05 percent.



TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line                    | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 | Merchandise line code | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |                                  |                                 |
|-----------------------|--|----------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------------------|---------------------------------------|----------------------------|--------------------------------------|----------------------------------|---------------------------------|
|                       |  |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |                       |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--   |                                 |
|                       |  |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |                       |                                       |                            |                                      | Establishments handling the line | All establishments <sup>1</sup> |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                          | 66                         | 3 269                                | 10.6                             | 1.5                             |                       |                                       |                            |                                      |                                  |                                 |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .                     | 92                         | 3 006                                | 8.6                              | 1.4                             |                       |                                       |                            |                                      |                                  |                                 |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .                       | 65                         | 5 108                                | 12.0                             | 2.4                             |                       |                                       |                            |                                      |                                  |                                 |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .                   | 571                        | 135 638                              | 77.8                             | 62.5                            |                       |                                       |                            |                                      |                                  |                                 |
| 480                   | HOUSEHOLD FUELS-ICE . . . . .                            | 180                        | 14 648                               | 26.9                             | 6.8                             |                       |                                       |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                          | 256                        | 10 482                               | 84.2                             | 4.8                             | 400                   | AUTO FUELS-LUBRICANTS . . . . .       | 4                          | 158                                  | 22.5                             | 5.7                             |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 366                        | 3 185                                | 4.6                              | 1.5                             | 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .  | 3                          | 110                                  | 15.8                             | 4.0                             |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 219                                  | (X)                              | .1                              | 480                   | HOUSEHOLD FUELS-ICE . . . . .         | 19                         | 2 392                                | 86.6                             | 86.6                            |
|                       |  |                            |                                      |                                  |                                 | 520                   | NONMERCHANDISE RECEIPTS . . . . .     | 5                          | 73                                   | 10.2                             | 2.6                             |
|                       |  |                            |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .   | (X)                        | 29                                   | (X)                              | 1.0                             |
|                       | LIQUEUR STORES<br>(SIC 592)                              |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 182                        | 13 086                               | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 020                   | GROCERIES-OTHER FOODS . . . . .                          | 57                         | 223                                  | 5.6                              | 1.7                             |                       |                                       |                            |                                      |                                  |                                 |
| 040                   | MEALS-SNACKS . . . . .                                   | 49                         | 209                                  | 6.4                              | 1.6                             |                       |                                       |                            |                                      |                                  |                                 |
| 060                   | ALCOHOLIC DRINKS . . . . .                               | 39                         | 824                                  | 25.3                             | 6.3                             |                       |                                       |                            |                                      |                                  |                                 |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .                   | 182                        | 10 999                               | 84.1                             | 84.1                            |                       |                                       |                            |                                      |                                  |                                 |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .                      | 93                         | 574                                  | 7.2                              | 4.4                             |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 21                         | 41                                   | 1.9                              | .3                              |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 216                                  | (X)                              | 1.7                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | LIQUEFIED PETROL. GAS (BTTLO. GAS)<br>DEALERS (SIC 5984) |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                             | 90                         | 11 162                               | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 020                   | GROCERIES-OTHER FOODS . . . . .                          | 57                         | 223                                  | 5.6                              | 1.7                             |                       |                                       |                            |                                      |                                  |                                 |
| 040                   | MEALS-SNACKS . . . . .                                   | 49                         | 209                                  | 6.4                              | 1.6                             |                       |                                       |                            |                                      |                                  |                                 |
| 060                   | ALCOHOLIC DRINKS . . . . .                               | 39                         | 824                                  | 25.3                             | 6.3                             |                       |                                       |                            |                                      |                                  |                                 |
| 080                   | PACKAGED ALCOHOLIC BEVERAGES . . . . .                   | 182                        | 10 999                               | 84.1                             | 84.1                            |                       |                                       |                            |                                      |                                  |                                 |
| 100                   | CIGARS-CIGARETTES-TOBACCO . . . . .                      | 93                         | 574                                  | 7.2                              | 4.4                             |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 21                         | 41                                   | 1.9                              | .3                              |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 216                                  | (X)                              | 1.7                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | ANTIQUE STORES<br>(SIC 5932)                             |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 2                          | (0)                                  | (X)                              | 100.0                           | 480                   | HOUSEHOLD FUELS-ICE . . . . .         | 5                          | (0)                                  | 95.9                             | 95.9                            |
|                       |  |                            |                                      |                                  |                                 | -                     | MISCELLANEOUS MERCHANDISE . . . . .   | (X)                        | (X)                                  | (X)                              | 4.1                             |
|                       | SECONOHANO STORES<br>(SIC 5933)                          |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                             | 44                         | 2 158                                | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | SPORTING GOODS STORES<br>(SIC 5952)                      |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 31                         | 2 479                                | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .                 | 3                          | 47                                   | 8.7                              | 1.9                             |                       |                                       |                            |                                      |                                  |                                 |
| 180                   | ALL FOOTWEAR . . . . .                                   | 4                          | 50                                   | 6.8                              | 2.0                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | SPORTING-RECREATION EQUIPMENT . . . . .                  | 31                         | 2 254                                | 90.9                             | 90.9                            | 500                   | ALL OTHER MERCHANDISE . . . . .       | 12                         |                                      | 95.3                             | 95.3                            |
| 301                   | ATHLETIC GOODS(TO INDIVIDUALS) . . . . .                 | 20                         | 623                                  | 27.2                             | 25.1                            | 513                   | BOOKS-PERIODICALS . . . . .           | 12                         |                                      | 91.9                             | 91.9                            |
| 302                   | ATHLETIC GOODS(TO TEAMS) . . . . .                       | 17                         | 373                                  | 17.4                             | 15.0                            | -                     | MISCELLANEOUS MERCHANDISE . . . . .   | (X)                        | (0)                                  | (X)                              | 1.5                             |
| 303                   | HUNTING EQUIPMENT . . . . .                              | 28                         | 441                                  | 18.5                             | 17.8                            |                       |                                       |                            |                                      |                                  |                                 |
| 304                   | FISHING EQUIPMENT . . . . .                              | 29                         | 277                                  | 11.6                             | 11.2                            | 520                   | NONMERCHANDISE RECEIPTS . . . . .     | 4                          |                                      | 1.7                              | 1.1                             |
| 305                   | WINTER SPORTS EQUIPMENT . . . . .                        | 6                          | 137                                  | 11.4                             | 5.5                             | -                     | MISCELLANEOUS MERCHANDISE . . . . .   | (X)                        | (X)                                  | (X)                              | 3.7                             |
| 306                   | BOATS-MOTORS-MARINE EQUIPMENT . . . . .                  | 15                         | 87                                   | 8.5                              | 3.5                             |                       |                                       |                            |                                      |                                  |                                 |
| 315                   | CAMPING EQUIP-SUPPLIES . . . . .                         | 26                         | 88                                   | 4.5                              | 3.5                             |                       |                                       |                            |                                      |                                  |                                 |
| 316                   | BICYCLES-LUGGAGE . . . . .                               | 15                         | 227                                  | 13.6                             | 9.2                             |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 3                          | 27                                   | 6.2                              | 1.1                             |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 101                                  | (X)                              | 4.1                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | BICYCLE SHOPS<br>(SIC 5953)                              |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 2                          | (0)                                  | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | JEWELRY STORES<br>(SIC 597)                              |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 102                        | 6 102                                | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                   | 44                         | 338                                  | 11.3                             | 5.5                             |                       |                                       |                            |                                      |                                  |                                 |
| 266                   | ALL OTHER HOME FURN EXC. CHINA . . . . .                 | 12                         | 53                                   | 5.5                              | 4.9                             |                       |                                       |                            |                                      |                                  |                                 |
| 267                   | CHINA-GLASSWARE . . . . .                                | 43                         | 285                                  | 9.6                              | 4.7                             |                       |                                       |                            |                                      |                                  |                                 |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                          | 102                        | 4 953                                | 81.2                             | 81.2                            |                       |                                       |                            |                                      |                                  |                                 |
| 281                   | WATCHES-CLOCKS . . . . .                                 | 89                         | 896                                  | 16.6                             | 14.7                            |                       |                                       |                            |                                      |                                  |                                 |
| 282                   | SILVERWARE . . . . .                                     | 66                         | 446                                  | 10.3                             | 7.3                             |                       |                                       |                            |                                      |                                  |                                 |
| 285                   | ALL OTHER JEWELRY ITEMS . . . . .                        | 97                         | 1 434                                | 29.0                             | 23.5                            |                       |                                       |                            |                                      |                                  |                                 |
| 286                   | OPTICAL GOODS . . . . .                                  | 4                          | 27                                   | 8.6                              | 4                               |                       |                                       |                            |                                      |                                  |                                 |
| 287                   | DIAMONDS, EXC. DIAMONO WATCHES . . . . .                 | 101                        | 1 744                                | 28.6                             | 28.6                            |                       |                                       |                            |                                      |                                  |                                 |
| 288                   | RINGS, EXC. DIAMONOS . . . . .                           | 66                         | 405                                  | 9.8                              | 6.6                             |                       |                                       |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                          | 6                          | 27                                   | 4.0                              | .4                              |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 99                         | 745                                  | 12.3                             | 12.2                            |                       |                                       |                            |                                      |                                  |                                 |
| 529                   | WATCH-CLOCK-JEWELRY REPAIRS . . . . .                    | 9                          | 737                                  | 12.2                             | 12.1                            |                       |                                       |                            |                                      |                                  |                                 |
| 533                   | ALL NONMOSE RCPTS FROM CUSTMRS . . . . .                 | 66                         | 8                                    | 1.9                              | .1                              |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 39                                   | (X)                              | .6                              |                       |                                       |                            |                                      |                                  |                                 |
|                       | FUEL OIL DEALERS<br>(SIC 5983)                           |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 19                         | 2 762                                | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | LIQUEFIED PETROL. GAS (BTTLO. GAS)<br>DEALERS (SIC 5984) |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                             | 90                         | 11 162                               | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | FUEL AND ICE DEALERS, N.E.C.<br>(SIC 5982)               |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 5                          | (0)                                  | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 480                   | HOUSEHOLD FUELS-ICE . . . . .                            | 5                          | (0)                                  | (X)                              | 95.9                            |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | (X)                                  | (X)                              | 4.1                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | FLORISTS<br>(SIC 5992)                                   |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL <sup>2</sup> . . . . .                             | 72                         | 3 582                                | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | CIGAR STORES AND STANOS<br>(SIC 5993)                    |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 9                          | (0)                                  | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | BOOK STORES<br>(SIC 5942)                                |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 12                         | (0)                                  | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                          | 12                         |                                      |                                  | 95.3                            |                       |                                       |                            |                                      |                                  |                                 |
| 513                   | BOOKS-PERIODICALS . . . . .                              | 12                         |                                      |                                  | 91.9                            |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | (0)                                  | (X)                              | 1.5                             |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 4                          |                                      |                                  | 1.7                             |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | (X)                                  | (X)                              | 3.7                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | STATIONERY STORES<br>(SIC 5943)                          |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 14                         | (0)                                  | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
|                       | HAY, GRAIN, AND FEED STORES<br>(SIC 5962)                |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 301                        | 105 151                              | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 020                   | GROCERIES-OTHER FOODS . . . . .                          | 19                         | 3 604                                | 22.2                             | 3.4                             |                       |                                       |                            |                                      |                                  |                                 |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .                   | 49                         | 2 067                                | 7.4                              | 2.0                             |                       |                                       |                            |                                      |                                  |                                 |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .                      | 31                         | 4 332                                | 18.3                             | 4.1                             |                       |                                       |                            |                                      |                                  |                                 |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                          | 22                         | 1 187                                | 11.2                             | 1.1                             |                       |                                       |                            |                                      |                                  |                                 |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .                    | 22                         | 380                                  | 4.5                              | .4                              |                       |                                       |                            |                                      |                                  |                                 |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .                       | 35                         | 4 192                                | 13.3                             | 3.9                             |                       |                                       |                            |                                      |                                  |                                 |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .                   | 301                        | 86 435                               | 82.2                             | 82.2                            |                       |                                       |                            |                                      |                                  |                                 |
| 480                   | HOUSEHOLD FUELS-ICE . . . . .                            | 42                         | 813                                  | 2.9                              | .8                              |                       |                                       |                            |                                      |                                  |                                 |
| 500                   | ALL OTHER MERCHANDISE . . . . .                          | 13                         | 160                                  | 28.5                             | .2                              |                       |                                       |                            |                                      |                                  |                                 |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .                        | 63                         | 995                                  | 3.1                              | .9                              |                       |                                       |                            |                                      |                                  |                                 |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .                      | (X)                        | 1 076                                | (X)                              | 1.0                             |                       |                                       |                            |                                      |                                  |                                 |
|                       | OTHER FARM SUPPLY STORES<br>(SIC 5969 PT.)               |                            |                                      |                                  |                                 |                       |                                       |                            |                                      |                                  |                                 |
|                       | TOTAL . . . . .  | 255                        | 60 468                               | (X)                              | 100.0                           |                       |                                       |                            |                                      |                                  |                                 |
| 020                   | GROCERIES-OTHER FOODS . . . . .                          | 5                          | 469                                  | 15.6                             | .8                              |                       |                                       |                            |                                      |                                  |                                 |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .                       | 14                         | 278                                  | 3.7                              | .5                              |                       |                                       |                            |                                      |                                  |                                 |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR . . . . .                | 15                         | 93                                   | 1.4                              | .2                              |                       |                                       |                            |                                      |                                  |                                 |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .             | 10                         | 69                                   | 1.0                              | .1                              |                       |                                       |                            |                                      |                                  |                                 |
| 180                   | ALL FOOTWEAR . . . . .                                   | 14                         | 233                                  | 3.3                              | .4                              |                       |                                       |                            |                                      |                                  |                                 |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .               | 18                         | 380                                  | 3.2                              | .6                              |                       |                                       |                            |                                      |                                  |                                 |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .                   | 15                         | 290                                  | 3.5                              | .5                              |                       |                                       |                            |                                      |                                  |                                 |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                          | 10                         | 980                                  | 2.0                              | .2                              |                       |                                       |                            |                                      |                                  |                                 |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .                  | 14                         | 90                                   | .7                               | .1                              |                       |                                       |                            |                                      |                                  |                                 |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .                   | 30                         | 1 147                                | 9.0                              | 1.9                             |                       |                                       |                            |                                      |                                  |                                 |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .                      | 35                         | 1 624                                | 10.5                             | 2.7                             |                       |                                       |                            |                                      |                                  |                                 |

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
<sup>1</sup>Detail may not add to total due to rounding.  
<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1967—Continued

(Includes only establishments with payroll. For explanation of tables, see "Description of the Tables" in text)

| Merchandise line code | Kind of business and merchandise line           | Establishments<br>(number) | Sales of specified merchandise lines |   |  | Merchandise line code | Kind of business and merchandise line | Establishments<br>(number) | Sales of specified merchandise lines |   |  |      |  |
|-----------------------|---|----------------------------|--------------------------------------|---|--|-----------------------|---------------------------------------|----------------------------|--------------------------------------|---|--|------|--|
|                       |   |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--              |  |                       |                                       |                            | Amount <sup>1</sup><br>(\$1,000)     | As percent of total sales of--              |  |      |  |
|                       |   |                            |                                      | Estab-<br>lishments<br>handling<br>the line | All<br>estab-<br>lish-<br>ments <sup>1</sup> |                       |                                       |                            |                                      | Estab-<br>lishments<br>handling<br>the line | All<br>estab-<br>lish-<br>ments <sup>1</sup> |      |  |
| 400                   | AUTO FUELS-LUBRICANTS . . . . .                 | 35                         | 1 856                                | 10.4  | 3.1  |                       |                                       |                            |                                      |   |  |      |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS. . . . .            | 47                         | 1 995                                | 8.7   | 3.3  |                       |                                       |                            |                                      |   |  |      |  |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .              | 24                         | 867                                  | 8.2   | 1.4  |                       |                                       |                            |                                      |   |  |      |  |
| 460                   | HAY-GRAIN-FEED-FARM SUPPLIES . . . . .          | 255                        | 4B 665                               | 80.5  | 80.5   |                       |                                       |                            |                                      |   |  |      |  |
| 480                   | HOUSEHOLD FUELS-ICE . . . . .                   | 23                         | 1 497                                | 13.5  | 2.5  |                       |                                       |                            |                                      |   |  |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 7                          | 142                                  | 4.1   | .2   |                       |                                       |                            |                                      |   |  |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 69                         | 661                                  | 3.0   | 1.1  |                       |                                       |                            |                                      |   |  |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        | 13                                   | (X)   | (2)  |                       |                                       |                            |                                      |   |  |      |  |
|                       | GARAGE SUPPLY STORES<br>(SIC 5969 PT.)          |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 13                         | 1 152                                | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | NEWS DEALERS AND NEWSSTANDS<br>(SIC 5994)       |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 6                          | 210                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | HOBBY, TOY, AND GAME SHOPS<br>(SIC 5995)        |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 6                          | 233                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | CAMERA AND PHOTO SUPPLY STORES<br>(SIC 5996)    |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL . . . . .                                 | 8                          | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | GIFT, NOVELTY, AND SOUVENIR SHOPS<br>(SIC 5997) |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL . . . . .                                 | 27                         | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | OPTICAL GOODS STORES<br>(SIC 5999 PT.)          |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 8                          | 443                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | RETAIL STORES, N.E.C.<br>(SIC 5999 PT.)         |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 42                         | 2 411                                | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | NONSTORE RETAILERS<br>(SIC 53 PART*)            |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL . . . . .                                 | 82                         | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                 | 9                          |                                      | \$4.7                                       | 9.8  |                       |                                       |                            |                                      |   |  |      |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .              | 29                         |                                      | 3.9   | 2.1  |                       |                                       |                            |                                      |   |  |      |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .        | 27                         |                                      | 6.9   | 4.1  |                       |                                       |                            |                                      |   |  |      |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 26                         |                                      | 19.2  | 10.3   |                       |                                       |                            |                                      |   |  |      |  |
| 180                   | ALL FOOTWEAR . . . . .                          | 27                         |                                      | 3.0   | 1.8  |                       |                                       |                            |                                      |   |  |      |  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .          | 27                         |                                      | 8.8   | 4.7  |                       |                                       |                            |                                      |   |  |      |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .      | 29                         |                                      | 15.3  | 8.4  |                       |                                       |                            |                                      |   |  |      |  |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . .        | 28                         |                                      | 6.7   | 3.8  |                       |                                       |                            |                                      |   |  |      |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .          | 27                         |                                      | 4.4   | 2.4  |                       |                                       |                            |                                      |   |  |      |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                 | 25                         | (0)                                  | 1.3   | .7   |                       |                                       |                            |                                      |   |  |      |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .         | 37                         |                                      | 11.5  | 7.1  |                       |                                       |                            |                                      |   |  |      |  |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .          | 26                         |                                      | 5.4   | 2.9  |                       |                                       |                            |                                      |   |  |      |  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .             | 30                         |                                      | 10.3  | 5.9  |                       |                                       |                            |                                      |   |  |      |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .           | 26                         |                                      | 4.3   | 2.3  |                       |                                       |                            |                                      |   |  |      |  |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .              | 12                         |                                      | 1.6   | .5   |                       |                                       |                            |                                      |   |  |      |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 42                         |                                      | 23.5  | 14.6   |                       |                                       |                            |                                      |   |  |      |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 40                         |                                      | 16.7  | 10.5   |                       |                                       |                            |                                      |   |  |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        |                                      | (X)   | 8.2  |                       |                                       |                            |                                      |   |  |      |  |
|                       | MAIL ORDER HOUSES<br>(SIC 532)                  |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL . . . . .                                 | 36                         | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .              | 24                         |                                      |   |  |                       |                                       |                            |                                      |   | 1.1  | .9   |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .        | 27                         |                                      |   |  |                       |                                       |                            |                                      |   | 6.6  | 6.2  |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 27                         |                                      |   |  |                       |                                       |                            |                                      |   | 18.4   | 15.6 |  |
| 180                   | ALL FOOTWEAR . . . . .                          | 25                         |                                      |   |  |                       |                                       |                            |                                      |   | 2.9  | 2.7  |  |
| 200                   | CURTAINS-ORAPERIES-ORY GOODS . . . . .          | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 8.4  | 7.1  |  |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INST . . . . .      | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 12.8   | 10.9 |  |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. . . . .        | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 5.2  | 4.4  |  |
| 260                   | KITCHENWARE-HOME FURNISHINGS . . . . .          | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 4.1  | 3.5  |  |
| 280                   | JEWELRY-OPTICAL GOODS . . . . .                 | 25                         |                                      |   |  |                       |                                       |                            |                                      |   | 1.3  | 1.1  |  |
| 300                   | SPORTING-RECREATION EQUIPMENT . . . . .         | 36                         |                                      |   |  |                       |                                       |                            |                                      |   | 11.0   | 10.8 |  |
| 320                   | HARDWARE-GARDENING EQUIPMENT . . . . .          | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 5.2  | 4.4  |  |
| 340                   | LUMBER-BUILDING MATERIALS . . . . .             | 25                         |                                      |   |  |                       |                                       |                            |                                      |   | 5.4  | 4.6  |  |
| 420                   | AUTO TIRES-BATTERIES-ACCESS . . . . .           | 26                         |                                      |   |  |                       |                                       |                            |                                      |   | 4.1  | 3.5  |  |
| 440                   | FARM EQUIPMENT MACHINERY . . . . .              | 12                         |                                      |   |  |                       |                                       |                            |                                      |   | 1.4  | .7   |  |
| 500                   | ALL OTHER MERCHANDISE . . . . .                 | 28                         |                                      |   |  |                       |                                       |                            |                                      |   | 9.5  | 7.8  |  |
| 520                   | NONMERCHANDISE RECEIPTS . . . . .               | 34                         |                                      |   |  |                       |                                       |                            |                                      |   | 16.2   | 15.4 |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        |                                      |   |  |                       |                                       |                            |                                      |   | (X)  | .6   |  |
|                       | MERCHANDISING MACHINE OPERATORS<br>(SIC 534)    |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL <sup>2</sup> . . . . .                    | 10                         | 962                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
|                       | DIRECT SELLING ESTABLISHMENTS<br>(SIC 535)      |                            |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
|                       | TOTAL . . . . .                                 | 36                         | (0)                                  | (X)   | 100.0  |                       |                                       |                            |                                      |   |  |      |  |
| 020                   | GROCERIES-OTHER FOODS . . . . .                 | 7                          |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
| 120                   | COSMETICS-DRUGS-CLEANERS . . . . .              | 5                          |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR. . . . .        | 5                          |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
| 160                   | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR . . . . .    | 5                          |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
| 180                   | ALL FOOTWEAR . . . . .                          | 12                         |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |
| -                     | MISCELLANEOUS MERCHANDISE . . . . .             | (X)                        |                                      |   |  |                       |                                       |                            |                                      |   |  |      |  |

Standard Notes: Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Z Less than 0.05 percent.  
 \*Nonstore retailers, part of SIC major group 53, are shown separately in this table.  
<sup>1</sup>Detail may not add to total due to rounding.  
<sup>2</sup>Merchandise line detail withheld due to insufficient reporting.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                         |                     |
|-----------------------|--|---|--------------|-------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr., Iowa, SMSA | Area outside SMSA's |
|                       | RETAIL TRADE<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE .....   | B   | C            | B                       | B                   |
|                       | BUILDING MATERIALS, HARDWARE, AND<br>FARM EDUIP DEALERS (SIC 52)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE ..... | B   | C            | C                       | B                   |
|                       | BUILDING MATERIALS AND SUPPLY<br>STDRS (SIC 52 EX. 525)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....          | (X)   | C            | (X)                     | (X)                 |
| 340                   | REPORTING DETAIL WITHIN<br>THE SPECIFIED BRDAD LINE<br>LUMBER-BUILDING MATERIALS .....                                 | (X)   | D            | (X)                     | (X)                 |
|                       | LUMBER AND OTHER BLDG. MATERIALS<br>DEALERS (SIC 521)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....            | B   | (X)          | C                       | B                   |
| 340                   | REPORTING DETAIL WITHIN<br>THE SPECIFIED BRDAD LINE<br>LUMBER-BUILDING MATERIALS .....                                 | C   | (X)          | E                       | C                   |
|                       | PLUMBING AND HEATING EDUIP DLRS.<br>(SIC 522)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....                    | E   | (X)          | E                       | E                   |
|                       | PAINT, GLASS, AND WALLPAPER STRS.<br>(SIC 523)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....                   | C   | (X)          | B                       | B                   |
| 340                   | REPORTING DETAIL WITHIN<br>THE SPECIFIED BRDAD LINE<br>LUMBER-BUILDING MATERIALS.....                                  | C   | (X)          | B                       | B                   |
|                       | ELECTRICAL SUPPLY STORES<br>(SIC 524)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....                            | E   | (X)          | E                       | E                   |
|                       | HARDWARE STORES<br>(SIC 5251)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....                                    | C   | A            | D                       | D                   |
| 320                   | REPORTING DETAIL WITHIN<br>THE SPECIFIED BRDAD LINE<br>HARDWARE-GARDENING EDUIPMENT.....                               | D   | B            | E                       | D                   |
| 340                   | LUMBER-BUILDING MATERIALS.....   | D   | E            | D                       | D                   |
|                       | FARM EQUIPMENT DEALERS<br>(SIC 5252)<br>REPDRTING SALES BY BRDAD<br>MERCHANDISE LINE .....                             | B   | E            | C                       | B                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more.      B = 80 to 89 percent.      C = 70 to 79 percent.      D = 60 to 69 percent.  
 E = Less than 60 percent.      X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line            | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|--|---|--------------|------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | GENERAL MERCHANDISE GROUP STORES (SIC 53 PART*)  |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | C   | D            | C                      | B                   |
|                       | DEPARTMENT STORES (SIC 531)                      |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | C   | D            | C                      | A                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE |   |              |                        |                     |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR .....            | C   | O            | C                      | A                   |
| 160                   | WOMEN'S-GIRLS' CLOTHING, EX FOOTWR ..            | C   | D            | C                      | A                   |
| 200                   | CURTAINS-DRAPERIES-DRY GOODS .....               | C   | D            | C                      | A                   |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INSTR ...            | C   | D            | C                      | A                   |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. ....            | C   | D            | C                      | A                   |
| 260                   | KITCHENWARE-HOME FURNISHINGS .....               | C   | D            | C                      | A                   |
| 320                   | HARDWARE-GARDENING EQUIPMENT .....               | C   | D            | C                      | A                   |
| 340                   | LUMBER-BUILDING MATERIALS .....                  | C   | D            | C                      | A                   |
| 500                   | ALL OTHER MERCHANDISE .....                      | C   | D            | C                      | A                   |
| 520                   | NONMERCHANDISE RECEIPTS .....                    | C   | D            | C                      | B                   |
|                       | VARIETY STORES (SIC 533)                         |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | A   | A            | A                      | B                   |
|                       | MISC. GENERAL MERCHANDISE STORES (SIC 539)       |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | (X)   | E            | (X)                    | (X)                 |
|                       | GENERAL MERCHANDISE STORES (SIC 539 PART)        |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | D   | (X)          | E                      | C                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE |   |              |                        |                     |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR .....            | E   | (X)          | E                      | E                   |
| 160                   | WOMEN'S-GIRLS' CLOTHING, EX FOOTWR ...           | D   | (X)          | E                      | D                   |
| 200                   | CURTAINS-DRAPERIES-DRY GOODS .....               | E   | (X)          | E                      | E                   |
| 220                   | MAJOR APPL-RADIO-TV-MUSICAL INSTR ...            | D   | (X)          | E                      | E                   |
| 240                   | FURNITURE-SLEEP EQUIP-FLOOR COV. ....            | E   | (X)          | E                      | D                   |
| 260                   | KITCHENWARE-HOME FURNISHINGS .....               | E   | (X)          | E                      | E                   |
| 320                   | HARDWARE-GARDENING EQUIPMENT .....               | D   | (X)          | E                      | O                   |
| 340                   | LUMBER-BUILDING MATERIALS .....                  | E   | (X)          | E                      | O                   |
| 500                   | ALL OTHER MERCHANDISE .....                      | E   | (X)          | E                      | E                   |
|                       | DRY GOODS STORES (SIC 539 PART)                  |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | E   | (X)          | O                      | E                   |
|                       | SEWING AND NEEDLEWORK STORES (SIC 539 PART)      |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE .....  | B   | (X)          | E                      | B                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X = Not applicable.  
 \*Nonstore retailers, part of SIC major group 53, are shown separately in this table.



TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                         |                     |
|-----------------------|--|---|--------------|-------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr., Iowa, SMSA | Area outside SMSA's |
|                       | FDDO STORES (SIC 54)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....                           | A   | B            | B                       | A                   |
|                       | GROCERY STORES (SIC 541)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....                       | A   | B            | A                       | A                   |
| 02D                   | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| 500                   | GROCERIES—OTHER FDDDS.....   | A   | B            | A                       | A                   |
|                       | ALL OTHER MERCHANDISE .....  | A   | B            | A                       | A                   |
|                       | MEAT AND FISH (SEA FDDO) MARKETS (SIC 542)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....     | (X)   | A            | (X)                     | (X)                 |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| D2D                   | GROCERIES—OTHER FOODS.....   | (X)   | A            | (X)                     | (X)                 |
|                       | MEAT MARKETS (SIC 542 PT.)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....                     | E   | (X)          | E                       | D                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| 020                   | GROCERIES—OTHER FDDDS.....   | E   | (X)          | E                       | D                   |
|                       | FISH (SEA FDDO) MARKETS (SIC 542 PT.)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....          | E   | (X)          | A                       | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| 02D                   | GROCERIES—OTHER FOODS.....   | E   | (X)          | A                       | E                   |
|                       | FRUIT STORES AND VEGETABLE MARKETS (SIC 543)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....   | E   | E            | A                       | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| 020                   | GROCERIES—OTHER FOODS.....   | E   | E            | A                       | E                   |
|                       | CANDY, NUT, AND CONFECTIONERY STORES (SIC 544)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE..... | E   | B            | E                       | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| D20                   | GROCERIES—OTHER FDDDS.....   | E   | B            | E                       | E                   |
|                       | RETAIL BAKERIES (SIC 546)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....                      | D   | B            | E                       | C                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| D2D                   | GROCERIES—OTHER FOODS.....   | E   | E            | E                       | E                   |
|                       | RETAIL BAKERIES—BAKING, SELLING (SIC 5462)<br>REPORTING SALES BY BRDAD MERCHANDISE LINE.....     | C   | (X)          | D                       | C                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BRDAD LINE   |   |              |                         |                     |
| D2D                   | GROCERIES—OTHER FDDDS.....   | C   | (X)          | D                       | C                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more, B = 80 to 89 percent, C = 70 to 79 percent, D = 60 to 69 percent.  
 E = Less than 60 percent, X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line                  | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|--|---|--------------|------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | RETAIL BAKERIES--SELLING ONLY (SIC 5463)               |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | E   | (X)          | E                      | E                   |
| 020                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
|                       | GROCERIES--OTHER FOODS.....                            | E   | (X)          | E                      | E                   |
|                       | OTHER FOOD STORES (OTHER 54)                           |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | (X)   | D            | (X)                    | (X)                 |
| D20                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
| 5DD                   | GROCERIES--OTHER FOODS.....                            | (X)   | D            | (X)                    | (X)                 |
|                       | ALL OTHER MERCHANDISE.....                             | (X)   | E            | (X)                    | (X)                 |
|                       | DAIRY PRODUCTS STORES (SIC 545)                        |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | C   | (X)          | A                      | E                   |
| 02D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
|                       | GROCERIES--OTHER FOODS.....                            | C   | (X)          | A                      | E                   |
|                       | EGG AND POULTRY DEALERS (SIC 549 PT.)                  |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | E   | (X)          | A                      | E                   |
| 02D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
|                       | GROCERIES--OTHER FOODS.....                            | E   | (X)          | A                      | E                   |
|                       | OTHER MISCELLANEOUS FOOD STORES (SIC 549 PT.)          |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | E   | (X)          | E                      | E                   |
| D2D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
| 5DD                   | GROCERIES--OTHER FOODS.....                            | E   | (X)          | E                      | E                   |
|                       | ALL OTHER MERCHANDISE.....                             | E   | (X)          | E                      | E                   |
|                       | AUTOMOTIVE DEALERS (SIC 55 EX. 554)                    |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | A   | B            | A                      | A                   |
|                       | MOTOR VEHICLE DEALERS (SIC 551, 552)                   |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | A   | B            | A                      | A                   |
|                       | MOTOR VEHICLE DEALERS--NEW AND USED CARS (SIC 551)     |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | (X)   | B            | (X)                    | (X)                 |
| 3B0                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
| 4D0                   | AUTOMOBILES--TRUCKS.....                               | (X)   | B            | (X)                    | (X)                 |
| 4D0                   | AUTOMOBILES--TRUCKS.....                               | (X)   | B            | (X)                    | (X)                 |
| 420                   | AUTOMOBILES--TRUCKS.....                               | (X)   | B            | (X)                    | (X)                 |
| 520                   | AUTOMOBILES--TRUCKS.....                               | (X)   | B            | (X)                    | (X)                 |
|                       | DEALERS WITH DOMESTIC CAR FRANCHISE ONLY (SIC 551 PT.) |   |              |                        |                     |
|                       | REPORTING SALES BY BROAD MERCHANDISE LINE.....         | A   | (X)          | A                      | A                   |
| 3B0                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE       |   |              |                        |                     |
| 4DD                   | AUTOMOBILES--TRUCKS.....                               | A   | (X)          | A                      | A                   |
| 4D0                   | AUTOMOBILES--TRUCKS.....                               | A   | (X)          | C                      | A                   |
| 42D                   | AUTOMOBILES--TRUCKS.....                               | A   | (X)          | A                      | A                   |
| 52D                   | AUTOMOBILES--TRUCKS.....                               | A   | (X)          | A                      | A                   |

Note. See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line   | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|---|---|--------------|------------------------|---------------------|
|                       |   | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | DEALERS WITH IMPORTED CAR FRANCHISE ONLY (SIC SSI PT.) REPORTING SALES BY BROAD MERCHANDISE LINE .....        | O   | (X)          | B                      | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 380                   | AUTOMOBILES-TRUCKS.....   | O   | (X)          | B                      | E                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | O   | (X)          | B                      | E                   |
| 420                   | AUTO TIRES-BATTERIES-ACCESS.....  | O   | (X)          | B                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | O   | (X)          | B                      | E                   |
|                       | DEALERS WITH DOMESTIC AND IMPORT CAR FRANCHISES (SIC SSI PT.) REPORTING SALES BY BROAD MERCHANDISE LINE ..... | A   | (X)          | A                      | B                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 380                   | AUTOMOBILES-TRUCKS.....   | A   | (X)          | A                      | B                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | O   | (X)          | E                      | B                   |
| 420                   | AUTO TIRES-BATTERIES-ACCESS.....  | A   | (X)          | A                      | B                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | A   | (X)          | A                      | B                   |
|                       | MOTOR VEHICLE DEALERS--USED CARS ONLY (SIC 552) REPORTING SALES BY BROAD MERCHANDISE LINE .....               | B   | B            | B                      | B                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 380                   | AUTOMOBILES-TRUCKS.....   | C   | B            | B                      | E                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | C   | E            | E                      | C                   |
| 420                   | AUTO TIRES-BATTERIES-ACCESS.....  | E   | B            | B                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | E   | B            | C                      | E                   |
|                       | TIRE, BATTERY, AND ACCESSORY OLRS (SIC 553) REPORTING SALES BY BROAD MERCHANDISE LINE .....                   | B   | B            | B                      | B                   |
|                       | HOME AND AUTO SUPPLY STORES (SIC 553 PT.) REPORTING SALES BY BROAD MERCHANDISE LINE .....                     | A   | (X)          | C                      | A                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 220                   | MAJOR APPL-RAIO-TV-MUSICAL INSTR ..   | B   | (X)          | C                      | B                   |
| 260                   | KITCHENWARE-HOME FURNISHINGS.....   | E   | (X)          | E                      | C                   |
| 300                   | SPORTING-RECREATION EQUIPMENT.....  | O   | (X)          | C                      | E                   |
| 380                   | AUTOMOBILES-TRUCKS.....   | A   | (X)          | E                      | A                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | E   | (X)          | C                      | E                   |
| 420                   | AUTO TIRES-BATTERIES-ACCESS.....  | C   | (X)          | C                      | C                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | C   | (X)          | C                      | C                   |
|                       | OTHER TIRE, BATTERY, AND ACCESSORY DEALERS (SIC 553 PT.) REPORTING SALES BY BROAD MERCHANDISE LINE .....      | B   | (X)          | B                      | C                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 220                   | MAJOR APPL-RAIO-TV-MUSICAL INSTR ..   | B   | (X)          | B                      | C                   |
| 260                   | KITCHENWARE-HOME FURNISHINGS.....   | C   | (X)          | E                      | C                   |
| 300                   | SPORTING-RECREATION EQUIPMENT .....   | C   | (X)          | B                      | O                   |
| 380                   | AUTOMOBILES-TRUCKS.....   | O   | (X)          | E                      | C                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | E   | (X)          | E                      | E                   |
| 420                   | AUTO TIRES-BATTERIES-ACCESS.....  | E   | (X)          | O                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | O   | (X)          | O                      | O                   |
|                       | MISCELLANEOUS AUTOMOTIVE DEALERS (SIC 559) REPORTING SALES BY BROAD MERCHANDISE LINE .....                    | (X)   | A            | (X)                    | (X)                 |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 300                   | SPORTING-RECREATION EQUIPMENT.....  | (X)   | A            | (X)                    | (X)                 |
| 380                   | AUTOMOBILES-TRUCKS.....   | (X)   | A            | (X)                    | (X)                 |
| 400                   | AUTO FUELS-LUBRICANTS.....  | (X)   | A            | (X)                    | (X)                 |
| 500                   | ALL OTHER MERCHANDISE.....  | (X)   | A            | (X)                    | (X)                 |
| 520                   | NONMERCHANDISE RECEIPTS .....   | (X)   | O            | (X)                    | (X)                 |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line   | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|---|---|--------------|------------------------|---------------------|
|                       |   | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | BOAT DEALERS (SIC 5591)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                                    | O   | (X)          | A                      | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 300                   | SPORTING-RECREATION EQUIPMENT.....  | D   | (X)          | B                      | E                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | O   | (X)          | E                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | E   | (X)          | A                      | E                   |
|                       | HOUSEHOLD TRAILER DEALERS (SIC 5592)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                       | A   | (X)          | B                      | A                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 500                   | ALL OTHER MERCHANDISE.....  | A   | (X)          | B                      | A                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | B   | (X)          | B                      | A                   |
|                       | AIRCRAFT, MOTORCYCLE DEALERS (SIC 5599 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                | B   | (X)          | A                      | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 380                   | AUTOMOBILES-TRUCKS.....   | B   | (X)          | A                      | E                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | B   | (X)          | A                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | B   | (X)          | A                      | E                   |
|                       | AUTOMOTIVE DEALERS, N+E.C. (SIC 5599 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                  | E   | (X)          | E                      | E                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 400                   | AUTO FUELS-LUBRICANTS.....  | E   | (X)          | E                      | E                   |
| 500                   | ALL OTHER MERCHANDISE.....  | E   | (X)          | E                      | E                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | E   | (X)          | E                      | E                   |
|                       | GASOLINE SERVICE STATIONS (SIC 554)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                        | C   | C            | C                      | O                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 380                   | AUTOMOBILES-TRUCKS.....   | E   | E            | C                      | E                   |
| 400                   | AUTO FUELS-LUBRICANTS.....  | O   | O            | C                      | O                   |
| 420                   | AUTO-TIRES-BATTERIES-ACCESS.....  | O   | O            | C                      | O                   |
| 520                   | NONMERCHANDISE RECEIPTS .....   | O   | C            | C                      | O                   |
|                       | APPAREL AND ACCESSORY STORES (SIC 56)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                      | C   | B            | O                      | B                   |
|                       | WOMEN'S CLOTHING, SPECIALTY STRS., FURRIERS (SIC 562, 3+ B)<br>REPORTING SALES BY BROAD MERCHANDISE LINE..... | B   | (X)          | C                      | B                   |
|                       | WOMEN'S READY-TO-WEAR STORES (SIC 562)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                     | B   | A            | B                      | B                   |
|                       | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 140                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.....  | B   | A            | C                      | E                   |
| 160                   | WOMEN'S-GIRLS' CLOTHING+EX FOOTWR.....  | B   | A            | B                      | C                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X = Not applicable.



TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                         |                     |
|-----------------------|--|---|--------------|-------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr., Iowa, SMSA | Area outside SMSA's |
|                       | WOMEN'S ACCESSORY AND SPECIALTY STORES (SIC 563)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....       | (X)   | E            | (X)                     | (X)                 |
| 160                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....                 | (X)   | E            | (X)                     | (X)                 |
|                       | MILLINERY STORES (SIC 563 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                         | E   | (X)          | E                       | E                   |
| 160                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....                 | E   | (X)          | E                       | E                   |
|                       | CORSET AND LINGERIE STORES (SIC 563 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....               | E   | (X)          | E                       | E                   |
| 160                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....                 | E   | (X)          | E                       | E                   |
|                       | OTHER WOMEN'S ACCESSORY SPECIALTY STORES (SIC 563 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE..... | C   | (X)          | A                       | A                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>MEN'S-BOYS' CLOTHING EXC FOOTWR.....                 | E   | (X)          | E                       | E                   |
| 160                   | WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....   | C   | (X)          | A                       | A                   |
|                       | FURRIERS AND FUR SHOPS (SIC 568)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                       | E   | A            | E                       | E                   |
| 160                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....                 | E   | A            | E                       | E                   |
|                       | OTHER APPAREL AND ACCESSORY STORES (OTHER 56)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....          | (X)   | B            | (X)                     | (X)                 |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>MEN'S-BOYS' CLOTHING EXC FOOTWR.....                 | (X)   | B            | (X)                     | (X)                 |
| 160                   | WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....   | (X)   | B            | (X)                     | (X)                 |
| 180                   | ALL FOOTWEAR.....  | (X)   | C            | (X)                     | (X)                 |
|                       | MEN'S AND BOYS' CLOTHING-FURNISHING STORES (SIC 561)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....   | C   | E            | E                       | A                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>MEN'S-BOYS' CLOTHING EXC FOOTWR.....                 | C   | E            | E                       | A                   |
| 160                   | WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....   | C   | E            | E                       | A                   |
|                       | CUSTOM TAILORS (SIC 567)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                               | B   | (X)          | A                       | E                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>MEN'S-BOYS' CLOTHING EXC FOOTWR.....                 | B   | (X)          | A                       | E                   |
| 160                   | WOMEN'S-GIRLS'CLOTHING&EX FOOTWR....   | E   | (X)          | E                       | E                   |

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 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line   | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|---|---|--------------|------------------------|---------------------|
|                       |   | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | FAMILY CLOTHING STORES (SIC 565)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                   | D   | A            | E                      | B                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 160                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.....  | E   | A            | E                      | E                   |
|                       | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR.....   | E   | A            | E                      | E                   |
|                       | SHOE STORES (SIC 566)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                              | B   | A            | C                      | A                   |
|                       | MEN'S SHOE STORES (SIC 566 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE .....                    | A   | (X)          | C                      | A                   |
| 180                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
|                       | ALL FOOTWEAR.....   | A   | (X)          | C                      | A                   |
|                       | WOMEN'S SHOE STORES (SIC 566 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                   | C   | (X)          | C                      | E                   |
| 180                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
|                       | ALL FOOTWEAR.....   | C   | (X)          | C                      | E                   |
|                       | CHILDREN'S AND JUVENILES' SHOE STORES (SIC 566 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE..... | B   | (X)          | E                      | E                   |
| 18D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
|                       | ALL FOOTWEAR.....   | B   | (X)          | E                      | E                   |
|                       | FAMILY SHOE STORES (SIC 566 PT.)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                    | B   | (X)          | B                      | A                   |
| 180                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
|                       | ALL FOOTWEAR.....   | B   | (X)          | C                      | B                   |
|                       | CHILDREN'S AND INFANTS' WR. STRS. (SIC 564)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....         | E   | (X)          | A                      | E                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 160                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.....  | E   | (X)          | A                      | E                   |
|                       | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR.....   | E   | (X)          | A                      | E                   |
|                       | MISC. APPAREL AND ACCESSORY STRS. (SIC 569)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....         | E   | (X)          | E                      | E                   |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 16D                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.....  | E   | (X)          | E                      | E                   |
|                       | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR.....   | E   | (X)          | E                      | E                   |
|                       | APPAREL AND ACCESS. STORES; N.E.C. (SIC 564, 7, 9)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....  | (X)   | E            | (X)                    | (X)                 |
| 140                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE  |   |              |                        |                     |
| 16D                   | MEN'S-BOYS' CLOTHING EXC FOOTWR.....  | (X)   | E            | (X)                    | (X)                 |
|                       | WOMEN'S-GIRLS' CLOTHING EXC FOOTWR.....   | (X)   | E            | (X)                    | (X)                 |

Note: See merchandise line introductory text for explanation of this table.  
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 E = Less than 60 percent. X = Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                          |                     |
|-----------------------|--|---|--------------|--------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha, Nebr., Iowa, SMSA | Area outside SMSA's |
|                       | FURNITURE HOME FURNISHINGS, AND EQUIPMENT STORES (SIC 57) REPORTING SALES BY BROAD MERCHANDISE LINE..... | A   | C            | A                        | A                   |
|                       | FURNITURE STORES (SIC 5712) REPORTING SALES BY BROAD MERCHANDISE LINE.....                               | B   | B            | A                        | B                   |
| 24D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE FURNITURE-SLEEP EDUIP-FLOOR CDV.....                    | B   | B            | A                        | C                   |
|                       | HOME FURNISHINGS STORES (OTHER 571) REPORTING SALES BY BROAD MERCHANDISE LINE.....                       | A   | D            | A                        | A                   |
|                       | FLOOR COVERINGS STORES (SIC 5713) REPORTING SALES BY BROAD MERCHANDISE LINE.....                         | A   | (X)          | A                        | A                   |
|                       | DRAPERY, CURTAIN, AND UPHOLSTERY STORES (SIC 5714) REPORTING SALES BY BROAD MERCHANDISE LINE.....        | D   | (X)          | E                        | C                   |
|                       | CHINA, GLASSWARE AND METALWARE STORES (SIC 5715) REPORTING SALES BY BROAD MERCHANDISE LINE.....          | B   | (X)          | E                        | B                   |
|                       | MISCELLANEOUS HOME FURNISHINGS STORES (SIC 5719) REPORTING SALES BY BROAD MERCHANDISE LINE.....          | E   | (X)          | E                        | E                   |
|                       | HOUSEHOLD APPLIANCE STORES (SIC 572) REPORTING SALES BY BROAD MERCHANDISE LINE.....                      | A   | E            | B                        | A                   |
| 22D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE MAJOR APPL-RADIO-TV-MUSICAL INSTR...                    | C   | E            | C                        | C                   |
| 26D                   | KITCHENWARE-HOME FURNISHINGS.....  | E   | E            | E                        | E                   |
|                       | RADIO, TV, AND MUSIC STORES (SIC 573) REPORTING SALES BY BROAD MERCHANDISE LINE.....                     | (X)   | A            | (X)                      | (X)                 |
| 22D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE MAJOR APPL-RADIO-TV-MUSICAL INSTR...                    | (X)   | A            | (X)                      | (X)                 |
| 26D                   | KITCHENWARE-HOME FURNISHINGS.....  | (X)   | E            | (X)                      | (X)                 |
|                       | RADIO AND TELEVISION STORES (SIC 5732) REPORTING SALES BY BROAD MERCHANDISE LINE.....                    | B   | (X)          | A                        | C                   |
| 22D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE MAJOR APPL-RADIO-TV-MUSICAL INSTR...                    | C   | (X)          | A                        | D                   |
| 26D                   | KITCHENWARE-HOME FURNISHINGS.....  | B   | (X)          | A                        | C                   |
|                       | RECORD SHOPS (SIC 5733 PT.) REPORTING SALES BY BROAD MERCHANDISE LINE.....                               | A   | (X)          | A                        | E                   |
| 22D                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE MAJOR APPL-RADIO-TV-MUSICAL INSTR...                    | A   | (X)          | A                        | E                   |

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TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|--|---|--------------|------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
| 220                   | MUSICAL INSTRUMENT STORES<br>(SIC 5733 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....         | B   | (X)          | A                      | C                   |
|                       | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>MAJOR APPL-RADIO-TV-MUSICAL INSTR..               | B   | (X)          | A                      | C                   |
|                       | EATING AND DRINKING PLACES<br>(SIC 58)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....              | C   | B            | B                      | C                   |
|                       | EATING PLACES<br>(SIC 5812)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                         | C   | B            | C                      | C                   |
|                       | RESTAURANTS, LUNCHROOMS, CATERERS<br>(SIC 5812 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE..... | C   | (X)          | C                      | C                   |
|                       | CAFETERIAS<br>(SIC 5812 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                        | B   | (X)          | B                      | C                   |
|                       | REFRESHMENT PLACES<br>(SIC 5812 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                | D   | (X)          | C                      | O                   |
|                       | DRINKING PLACES (ALCOHOLIC BEV.)<br>(SIC 5813)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....      | B   | B            | B                      | B                   |
|                       | DRUG STORES AND PROPRIETARY STORES<br>(SIC 591)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....     | B   | C            | B                      | A                   |
|                       | DRUG STORES<br>(SIC 591 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                        | B   | C            | B                      | A                   |
| 120                   | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>COSMETICS-DRUGS-CLEANERS.....                     | B   | C            | C                      | A                   |
| 120                   | PROPRIETARY STORES<br>(SIC 591 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                 | E   | E            | E                      | E                   |
|                       | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>COSMETICS-DRUGS-CLEANERS.....                     | E   | E            | E                      | E                   |
|                       | MISCELLANEOUS RETAIL STORES<br>(SIC 59 EX. 591)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....     | C   | C            | C                      | B                   |
|                       | LIQUOR STORES<br>(SIC 592)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                          | B   | B            | B                      | B                   |

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 E = Less than 60 percent. X = Not applicable.



TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|--|---|--------------|------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
|                       | ANTIQUE AND SECONDHAND STORES (SIC 593)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....              | (X)   | A            | (X)                    | (X)                 |
|                       | ANTIQUE STORES (SIC 5932)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                            | A   | (X)          | A                      | D                   |
|                       | SECONDHAND STORES (SIC 5933)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                         | D   | (X)          | C                      | E                   |
|                       | SPORTING GOODS STORES AND BICYCLE SHOPS (SIC 595)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....    | (X)   | D            | (X)                    | (X)                 |
| 300                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>SPORTING-RECREATION EQUIPMENT.....                 | (X)   | D            | (X)                    | (X)                 |
|                       | SPORTING GOODS STORES (SIC 5952)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                     | C   | (X)          | E                      | B                   |
| 300                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>SPORTING-RECREATION EQUIPMENT.....                 | D   | (X)          | E                      | B                   |
|                       | BICYCLE SHOPS (SIC 5953)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                             | C   | (X)          | C                      | A                   |
| 300                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>SPORTING-RECREATION EQUIPMENT.....                 | E   | (X)          | E                      | E                   |
|                       | JEWELRY STORES (SIC 597)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                             | B   | A            | C                      | A                   |
| 260                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>KITCHENWARE-HOME FURNISHINGS.....                  | B   | A            | C                      | A                   |
| 280                   | JEWELRY—OPTICAL GOODS.....   | B   | A            | C                      | A                   |
| 520                   | NONMERCHANDISE RECEIPTS.....   | B   | A            | C                      | A                   |
|                       | FUEL AND ICE DEALERS (SIC 598)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                       | (X)   | E            | (X)                    | (X)                 |
| 480                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>HOUSEHOLD FUELS-ICE.....                           | (X)   | E            | (X)                    | (X)                 |
|                       | FUEL OIL DEALERS (SIC 5983)<br>REPORTING SALES BY BROAD MERCHANDISE LINE.....                          | A   | (X)          | B                      | A                   |
| 480                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>HOUSEHOLD FUELS-ICE.....                           | A   | (X)          | B                      | A                   |
|                       | LIQUEFIED PETRL. GAS (BTTLD. GAS) DEALERS (SIC 5984)<br>REPORTING SALES BY BROAD MERCHANDISE LINE..... | E   | (X)          | B                      | E                   |
| 480                   | REPORTING DETAIL WITHIN THE SPECIFIED BROAD LINE<br>HOUSEHOLD FUELS-ICE.....                           | E   | (X)          | B                      | E                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent.  
 E = Less than 60 percent. X Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise line code | Kind of business and merchandise line  | Sales of establishments reporting merchandise lines as percent of total sales |              |                        |                     |
|-----------------------|--|---|--------------|------------------------|---------------------|
|                       |  | Nebraska  | Lincoln SMSA | Omaha Nebr.-Iowa, SMSA | Area outside SMSA's |
| 480                   | FUEL AND ICE DEALERS, N.E.C.<br>(SIC 5982)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....      | B   | (X)          | E                      | A                   |
|                       | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>HOUSEHOLD FUELS-ICE.....                      | E   | (X)          | E                      | E                   |
|                       | FLORISTS<br>(SIC 5992)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                          | E   | E            | E                      | E                   |
|                       | CIGAR STORES AND STANDS<br>(SIC 5993)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....           | D   | B            | B                      | E                   |
|                       | OTHER MISCELLANEOUS RETAIL STORES<br>(OTHER 59)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE..... | (X)   | C            | (X)                    | (X)                 |
| 240<br>500<br>520     | BOOK STORES<br>(SIC 5942)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                       | C   | (X)          | B                      | B                   |
|                       | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>FURNITURE-SLEEP EQUIP-FLOOR COV.....          | E   | (X)          | E                      | E                   |
|                       | ALL OTHER MERCHANDISE.....<br>NONMERCHANDISE RECEIPTS.....   | C<br>E  | (X)<br>(X)   | D<br>E                 | B<br>E              |
| 240<br>500<br>520     | STATIONERY STORES<br>(SIC 5943)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                 | E   | (X)          | E                      | E                   |
|                       | REPORTING DETAIL WITHIN<br>THE SPECIFIED BROAD LINE<br>FURNITURE-SLEEP EQUIP-FLOOR COV.....          | E   | (X)          | E                      | E                   |
|                       | ALL OTHER MERCHANDISE.....<br>NONMERCHANDISE RECEIPTS.....   | E<br>E  | (X)<br>(X)   | E<br>E                 | E<br>E              |
|                       | HAY, GRAIN, AND FEED STORES<br>(SIC 5962)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....       | B   | (X)          | B                      | B                   |
|                       | OTHER FARM SUPPLY STORES<br>(SIC 5969 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....      | B   | (X)          | D                      | B                   |
|                       | GARDEN SUPPLY STORES<br>(SIC 5969 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....          | C   | (X)          | C                      | E                   |
|                       | NEWS DEALERS AND NEWSSTANDS<br>(SIC 5994)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....       | E   | (X)          | E                      | E                   |
|                       | HOBBY, TOY, AND GAME SHOPS<br>(SIC 5995)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....        | E   | (X)          | E                      | E                   |
|                       | CAMERA AND PHOTO SUPPLY STORES<br>(SIC 5996)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....    | C   | (X)          | B                      | D                   |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more. B = 80 to 89 percent. C = 70 to 79 percent. D = 60 to 69 percent  
 E = Less than 60 percent. X Not applicable.

TABLE 4. Sales Coverage of Establishments Reporting Merchandise Lines: 1967—Continued

| Merchandise<br>line code | Kind of business and merchandise line   | Sales of establishments reporting merchandise lines as percent of total sales |                 |                            |                           |
|--------------------------|---|---|-----------------|----------------------------|---------------------------|
|                          |   | Nebraska  | Lincoln<br>SMSA | Omaha Nebr.-<br>Iowa, SMSA | Area<br>outside<br>SMSA's |
|                          | GIFT, NOVELTY, AND SOUVENIR SHOPS<br>(SIC 5997)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE ..... | E   | (X)             | E                          | E                         |
|                          | OPTICAL GOODS STORES<br>(SIC 5999 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE .....          | D   | (X)             | C                          | E                         |
|                          | RETAIL STORES, N.E.C.<br>(SIC 5999 PT.)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....          | D   | (X)             | E                          | E                         |
|                          | NONSTORE RETAILERS<br>(SIC 53 PART*)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....             | C   | A               | E                          | B                         |
|                          | MAIL ORDER HOUSES<br>(SIC 532)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....                   | B   | A               | B                          | B                         |
|                          | MERCHANDISING MACHINE OPERATORS<br>(SIC 534)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....     | E   | B               | E                          | E                         |
|                          | DIRECT SELLING ESTABLISHMENTS<br>(SIC 535)<br>REPORTING SALES BY BROAD<br>MERCHANDISE LINE.....       | C   | A               | E                          | A                         |

Note: See merchandise line introductory text for explanation of this table.  
 A = 90 percent or more.    B = 80 to 89 percent.    C = 70 to 79 percent.    D = 60 to 69 percent.  
 E = Less than 60 percent.    X = Not applicable.

\*Nonstore retailers, part of SIC major group 53, are shown separately in this table.

## GENERAL EXPLANATION

### CENSUS COVERAGE

**Method of Coverage**—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all “employer” establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for “nonemployers” was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the “mail universe” and the “nonmail” universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

**1. The “nonmail” universe**—This group consists of firms which were not required to file a regular census return and includes the following categories:

**a. All “nonemployers”**—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See “Comparison of the 1963 Census With the 1967 Census,” item 4, on the next page.)

In the 1967 Census, data for all non-employer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the non-employer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail non-employer firms which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

**b. Selected “small employers”**—“Employers” consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. “Small employers” consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the “mail” universe). The cutoff varied by kind of

business and was designed, in most cases, to limit the “nonmail” group to establishments which would account for approximately 20 percent of total sales in each kind of business. The “number-of-employee” equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for “under cutoff” employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

**2. The “mail” universe**—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The “mail” universe includes the following categories:

**a. Firms in the census prec canvass**—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

**b. Firms not in the census prec canvass**—Other firms included in the “mail” universe consist of the following categories:

- (1) The 10 percent of “small employer” firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

**Comparison of the 1963 Census with the 1967 Census**—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

**1. Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for “nonemployer” firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of “employer” and “nonemployer”



establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.

b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.

c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.

d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

**2. Areas**—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

**3. Active proprietors**—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two proprietors for each establishment in business during the week of November 15. In the 1967 Census, the count of active proprietors was based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multi-units firms:

- a. All "employer" firms which had first quarter 1967 payroll.
- b. All "nonemployer" firm not in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

**4. Coverage of nonemployers**—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census nonemployer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an in-scope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. **Payroll**—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

**Types of Areas Covered**—The 1967 Census reports present data by kind of business for the following areas:

1. The State as a whole.
2. Each standard metropolitan statistical area.
3. Each county.
4. Each "city" of 2,500 inhabitants or more.

The term "city" for purposes of these reports includes places having 2,500 inhabitants or more in the 1960 Census of Population (or later special censuses) and which were incorporated as cities, boroughs, villages, or towns. It does not include towns in New England, New York, and Wisconsin which are not considered "incorporated places" for Census Bureau purposes.

In addition, data are shown for the following areas not classified as incorporated places:

1. Towns in the New England States which had an urban population, by Census of Population rules, of 2,500 inhabitants or more or which had a total population of 10,000 or more.

2. Townships in New Jersey and Pennsylvania which had 10,000 inhabitants or more.

The standard metropolitan statistical areas (SMSA's) for which data are shown are those defined by the Bureau of the Budget.<sup>1</sup> A standard metropolitan statistical area is a county or group of contiguous counties (except in New England) which contains at least one central city of 50,000 inhabitants or more or twin cities with a combined population of at least 50,000. In addition to the county or counties containing such a city or cities, contiguous counties are included in an SMSA if, according to certain criteria, they are essentially metropolitan in character and are socially and economically integrated with the central city. In New England, towns and cities rather than counties are the units used in defining an SMSA.

In addition to the above areas, the series of reports for "Major Retail Centers" presents data for the central business districts (CBD's) of 134 cities which have a population of 100,000 inhabitants or more and for approximately 1,700 major retail centers (other than CBD's) located in SMSA's.

## Appendix B

### MERCHANDISE LINE SALES REPORTS EXPLANATIONS

#### EXPLANATION OF TERMS

**Data Covered**—Data in the merchandise line series of reports are presented for employer establishments only. No attempt has been made to project merchandise line distributions to the nonemployer segments of the retail trade universe.

**Types of Areas**—This series of reports presents data by kind of business and merchandise line for (1) each State as a whole, (2) each standard metropolitan statistical area, and (3) that part of each State which is not located in any standard metropolitan statistical area.

The standard metropolitan statistical areas for which data are shown are those defined by the Bureau of the Budget in 1967.<sup>1</sup>

**Establishments**—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual<sup>2</sup> for recogniz-

<sup>1</sup> Executive Office of the President, Bureau of the Budget, *Standard Metropolitan Statistical Areas, 1967*, as amended January 15, 1968.

<sup>2</sup> Executive Office of the President, Bureau of the Budget, *Standard Industrial Classification Manual, 1967*.

ing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

**Sales**—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.



## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products.

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

### BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade. (See below for discussion of treatment in 1967 of establishments which deal in lumber.)

**Lumber and other building materials dealers (SIC 521)**—Establishments primarily selling lumber, millwork, and other building materials and construction supplies such as brick, tile, cement, sand and gravel, cinder blocks, fencing materials, storm doors and windows, wallboard and roofing materials. In the 1967 Census of Business, data for lumber yards and for building materials dealers have been combined into a single kind-of-business classification, "Lumber and other building materials dealers." In the 1963 Census of Business data for these two kinds of business were shown separately.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

**Plumbing and heating equipment dealers (SIC 522)**—Establishments primarily selling plumbing, heating, and air-conditioning equipment and supplies. Establishments primarily en-



gaged in installation on a contract basis or in repairs are included in Contract Construction.

**Paint, glass, and wallpaper stores (SIC 523)**—Establishments primarily selling paint, glass, and wallpaper or any combination of these lines. Establishments primarily engaged in installing glass or in wallpapering or painting are not included in Retail Trade.

**Electrical supply stores (SIC 524)**—Establishments primarily selling electrical supplies such as lighting fixtures, lamp bulbs, wiring, cable, and fuse boxes. Establishments primarily selling electrical appliances are included with "Furniture, Home Furnishings, and Equipment Stores" (SIC major group 57).

**Hardware stores (SIC 5251)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

**Farm equipment dealers (SIC 5252)**—Establishments primarily selling new or used farm tractors, reapers, mowers, planters, plows, and related farm equipment. Usually these establishments also sell farm hardware and miscellaneous farm supplies.

#### GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Part)

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC's 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent

of total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

**General merchandise stores (part of SIC 539)**—Establishments primarily selling several lines of merchandise such as household linens and dry goods, and/or a combination of apparel, hardware, housewares, or home furnishings and other lines in limited amounts. Establishments which meet the criteria for department stores, except as to employment, are included in this classification. Also included in this classification are establishments whose sales of "apparel" or of "furniture and home furnishings" exceed half of their total sales providing that sales of the smaller of the two lines in combination with "dry goods and household linens" accounts for 20 percent or more of total sales.

**Dry goods stores (part of SIC 539)**—Establishments primarily selling piece goods, linens, towels, blankets, spreads, and other dry goods.

**Sewing and needlework stores (part of SIC 539)**—Establishments primarily selling sewing and knitting supplies, patterns, lace, and notions.

**FOOD STORES**  
(SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour and crackers; (3) other processed food and nonedible grocery items. In addition these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

In the 1963 Census of Business this industry was titled "grocery stores, including delicatessens."

**Meat markets (part of SIC 542)**—Establishments primarily selling fresh, frozen, or cured meats. Frequently these establishments also sell poultry, fish, dairy products, eggs, and some groceries. Establishments included in this category reported that "meat, fish, poultry" sales accounted for 80 percent or more of total sales, and that "fresh, frozen meat" accounted for 50 percent or more of their total receipts.

**Fish (seafood) markets (part of SIC 542)**—Establishments primarily selling fresh or frozen fish, oysters and other shellfish, and other seafoods. These establishments frequently sell other food items commonly used in preparing seafood or consumed with seafoods. Establishments included in this category reported that "fish, other seafood" accounted for 50 percent or more of total receipts.

**Fruit stores and vegetable markets (SIC 543)**—Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their

own produce are not included in the Census of Business.

**Candy, nut, and confectionery stores (SIC 544)**—Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Candy and popcorn stands operated as concessions in motion picture theaters are included in this classification.

**Retail bakeries—baking and selling (SIC 5462)**—Establishments primarily selling bakery products such as bread, cakes, pies, or cookies over the counter, some or all of which are baked on their own premises.

Bakeries, most of whose products are distributed directly to consumers or to stores by means of route delivery, are not included in the Census of Business but are included in the Census of Manufactures (SIC 205). In the 1963 Census of Business this industry was titled "Retail bakeries, manufacturing."

**Retail bakeries—selling only (SIC 5463)**—Establishments primarily selling bakery products such as bread, cakes, pies, or cookies over the counter, none of which are baked on the premises. In the 1963 Census of Business this industry was titled "Retail bakeries, nonmanufacturing."

**Dairy products stores (SIC 545)**—Establishments primarily selling dairy products such as fluid milk and cream, cheese, ice cream and sherbets, over the counter. A limited line of groceries is frequently carried. Ice cream and frozen custard stands are classified in SIC 5812, "Eating places," and establishments which distribute ice cream and similar products from trucks are classified in SIC 5351, "Direct selling establishments." Establishments which bottle, pasteurize, homogenize, or otherwise process and distribute fluid milk are not included in the Census of Business, but are included in the Census of Manufactures (SIC 202).

**Egg and poultry dealers (part of SIC 549)**—Establishments primarily selling eggs and live or dressed poultry. A limited line of groceries is frequently carried.

**Other miscellaneous food stores (part of SIC 549)**—Establishments not elsewhere classified, primarily selling specialized lines of food such as coffee and tea, spice, health foods, dietetic food, etc. In the 1963 Census of Business this industry was titled "Other."

AUTOMOTIVE DEALERS  
(SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

**Motor vehicle dealers—new and used cars (SIC 551)**—Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments frequently have repair departments, used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories, and may also sell commercial vehicles. In some tabulations this category is subdivided to show data separately for (1) dealers with domestic car franchises only, (2) dealers with imported car franchises only, and (3) dealers with domestic and imported car franchises. Used car lots and repair departments of franchised dealers are not recognized as separate establishments. Data for such operations are included in a single report from the franchised passenger car dealer. In the 1963 Census of Business this industry was titled "Passenger car dealers, franchised."

**Motor vehicle dealers—used cars only (SIC 552)**—Establishments primarily selling used cars and not holding a franchise for the sale of new passenger cars. In the 1963 Census of Business this industry was titled "Passenger car dealers, nonfranchised."

**Home and auto supply stores (part of SIC 553)**—Establishments engaged in selling a combination of lines of merchandise including tires, batteries and accessories, household appliances, radios and television sets, sporting and recreational goods, toys, housewares, and hardware, of which sales of tires, batteries and accessories account for between 25 and 49 percent of total sales.

**Other tire, battery, accessory dealers (part of SIC 553)**—Establishments primarily selling new automobile tires, batteries, automobile seat covers and other automotive parts and accessories. Establishments primarily selling used merchandise in these categories are classified as "Secondhand stores" (SIC 5933).

**Boat dealers (SIC 5591)**—Establishments primarily selling motorboats and other watercraft, marine supplies and outboard motors.

**Household trailer dealers (SIC 5592)**—Establishments primarily selling household trailers, mobile homes and campers.

**Aircraft, motorcycle dealers (part of SIC 5599)**—Establishments primarily selling new or used motorcycles, or aircraft to noncommercial users. Dealers selling parts and supplies for these products to noncommercial users are also included.

**Automotive dealers, n.e.c. (part of SIC 5599)**—Establishments primarily selling automotive products not elsewhere classified.

GASOLINE SERVICE STATIONS  
(SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES  
(SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567). This industry includes ready-to-wear "Bridal shops" and "Ma-



ternity shops" which were classified as separate industries in the 1963 Census of Business.

**Millinery stores (part of SIC 563)**—Establishments primarily selling women's hats, including those making hats on the premises to customer order.

**Corsets and lingerie stores (part of SIC 563)**—Establishments primarily selling women's foundation garments, lingerie, negligees, robes, and other intimate wear. Establishments primarily engaged in selling foundation garments made or fitted to individual customer order are also included.

**Other women's accessory, specialty stores (part of SIC 563)**—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery). Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

This industry includes "hosiery stores" which were separately classified in the 1963 Census of Business.

**Furriers and fur shops (SIC 568)**—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

**Custom tailors (SIC 567)**—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc. made on their own premises to customer order. Establishments primarily sell-

ing furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Men's shoe stores (part of SIC 566)**—Establishments primarily selling men's and boys' shoes and other footwear. Establishments selling women's and girls', and/or children's and infants' footwear are included in this classification if sales of men's and boys' footwear are more than three times the combined sales of women's and girls', children's and infants' footwear. See also the definitions for the other types of shoe stores.

**Women's shoe stores (part of SIC 566)**—Establishments primarily selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification provided that sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear. See also the definition for the other types of shoe stores.

**Children's and juveniles' shoe stores (part of SIC 566)**—Establishments primarily selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification provided that sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear. See also the definitions for the other types of shoe stores.

**Family shoe stores (part of SIC 566)**—Establishments primarily selling shoes and other footwear. Establishments in this classification sell both men's and women's shoes, and may or may not sell children's shoes. Accessory lines such as hosiery, gloves, and handbags are also frequently sold. The sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and



children's and infants' footwear) are not more than three times the sales of the other two groups combined. If children's and infants' footwear are not carried, sales of the larger of the two remaining groups are not more than three times the sales of the smaller. See also the definitions for the other types of shoe stores.

**Children's and infants' wear stores (SIC 564)**—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

**Miscellaneous apparel and accessory stores (SIC 569)**—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

#### FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, other household electrical and gas appliances, and radio and TV sets. Also included are musical instrument stores and music and record shops.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Floor covering stores (SIC 5713)**—Establishments primarily selling floor coverings of any kind or combination such as rugs, carpets, linoleum, floor tile (rubber, vinyl, asphalt, cork), and related products. Installation of floor coverings may be performed incidental to selling by these stores.

**Drapery, curtain, and upholstery stores (SIC 5714)**—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use are also included. Establishments primarily engaged in reupholstering or repairing furniture are included in the Selected Services portion of the Census of Business.

**China, glassware, and metalware stores (SIC 5715)**—Establishments primarily selling china, glassware, crockery, tinware, enamelware, aluminumware, stainless steel flatware,

cutlery, and other metalware for table and kitchen use. Establishments primarily selling sterling or plated silver flatware or tableware are classified as "Jewelry stores" (SIC 597).

**Miscellaneous home furnishings stores (SIC 5719)**—Establishments primarily selling specialized lines of home furnishings not elsewhere classified, such as lamps and lampshades, venetian blinds and window shades, picture frames and mirrors, and other miscellaneous home furnishings.

**Household appliance stores (SIC 572)**—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

**Radio and television stores (SIC 5732)**—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

**Record shops (part of SIC 5733)**—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

**Musical instrument stores (part of SIC 5733)**—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

#### EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for

consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or take home consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Data for in-plant food contractors are included in the United States Summary report. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in "Candy, nut, and confectionery stores" (SIC 5441).

**Restaurants, lunchrooms, caterers (part of SIC 5812)**—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

**Cafeterias (part of SIC 5812)**—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

**Refreshment places (part of SIC 5812)**—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

## DRUG STORES AND PROPRIETARY STORES (SIC 591)

**Drug stores (part of SIC 591)**—Establishments which fill and sell prescriptions. These establishments also sell proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

**Proprietary stores (part of SIC 591)**—Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

## MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

**Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Antique stores (SIC 5932)**—Establishments primarily selling antique furniture and home furnishings, glassware, and objects of art.

**Secondhand stores (SIC 5933)**—Establishments primarily selling secondhand merchandise such as apparel, furniture, appliances, books, automobile parts, musical instruments, etc. in any combination. Pawnshops and pawnbrokers are included in this classification. Establishments selling used automobiles, household trailers, motorcycles, aircraft, and boats are classified in the "Automotive Dealers" group (SIC major group 55, except 554).

**Sporting goods stores (SIC 5952)**—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

**Bicycle shops (SIC 5953)**—Establishments primarily selling bicycles and bicycle parts and accessories.

**Jewelry stores (SIC 597)**—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings,



bracelets, and brooches; sterling and plated silverware; and watches and clocks.

**Fuel oil dealers (SIC 5983)**—Establishments primarily selling fuel oil.

**Liquefied petroleum gas (bottled gas) dealers (SIC 5984)**—Establishments primarily selling liquefied petroleum gas (bottled gas) either in bulk, or bottled. In the 1963 Census of Business, this industry was titled "bottled gas dealers."

**Fuel and ice dealers, n.e.c. (SIC 5982)**—Establishments primarily selling coal, coke, charcoal, wood, ice, or any combination of these lines.

In the 1963 Census of Business, data were shown separately for "Coal and wood dealers" (part of SIC 5982) and "Ice dealers" (part of SIC 5982).

**Florists (SIC 5992)**—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises. However, retail establishments primarily selling seeds, bulbs, and nursery stock are classified in SIC 5969, "Farm and garden supply stores, n.e.c."

**Cigar stores and stands (SIC 5993)**—Establishments primarily selling cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places. Establishments operated by the blind, but owned by State agencies are included here.

**Book stores (SIC 5942)**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold by these establishments. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in SIC 532 "Mail order houses" in the "Nonstore Retailers" group.

**Stationery stores (SIC 5943)**—Establishments primarily selling stationery items such as paper and paper products (including printing and engraving), school and office supplies, accounting and legal forms, greeting cards, post cards and novelties. Establishments selling primarily to business and institutional users are classified in Wholesale Trade.

**Hay, grain, and feed stores (SIC 5962)**—Establishments primarily selling hay, grain, and feed. These establishments also frequently

sell fertilizer and other farm supplies and equipment.

**Other farm supply stores (part of SIC 5969)**—Establishments primarily selling farm supplies other than hay, grain, and feed, not elsewhere classified such as seed, fertilizer, irrigation and drainage equipment, pumps, agricultural chemicals, and dairy supplies.

**Garden supply stores (part of SIC 5969)**—Establishments primarily selling seeds, bulbs, nursery stock, garden tools, and other farm, and garden supplies and tools. Nurseries and greenhouses are not within the scope of the Census of Business unless receipts are primarily from sales of products not grown on the premises.

**News dealers and newsstands (SIC 5994)**—Establishments primarily selling newspapers, magazines, and other periodicals.

**Hobby, toy, and game shops (SIC 5995)**—Establishments primarily selling toys, games, and hobby kits and supplies. Establishments primarily selling artists' supplies, or collectors' items such as coins, stamps, and autographs are classified in SIC 5999, "Miscellaneous retail stores, n.e.c."

**Camera and photographic supply stores (SIC 5996)**—Establishments primarily selling cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in Industry 7395 in the Selected Services portion of the Census of Business.

**Gift, novelty, and souvenir shops (SIC 5997)**—Establishments primarily selling combined lines of gift and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

**Optical goods stores (part of SIC 5999)**—Establishments primarily engaged in selling eyeglasses and related optical goods. In 1967 establishments whose receipts were primarily from eye examinations and prescribing eyeglasses or contact lenses and providing the eyeglasses or contact lenses they prescribed were not included in the Census of Business; in 1963 such establishments were included in this classification.

**Retail stores, n.e.c. (part of SIC 5999)**—Establishments not elsewhere classified primarily selling specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, luggage and leather goods, pets, religious goods, hearing aids, rub-

ber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

In the 1963 Census of Business, data for typewriter stores, luggage, leather goods stores, religious goods stores, and pet shops (all parts of SIC 5999) were shown separately. For the 1967 Census of Business, no separate data are available for these kinds of business.

## NONSTORE RETAILERS

(Part of SIC Major Group 53)

**Mail-order houses (SIC 532)**—Establishments primarily selling merchandise as a result of orders received by mail. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, and advertising on radio and television. Houses operated by companies which operate catalog order stores and catalog order desks in other retail establishments of the company, also fill orders from those sources. Catalog order stores are included in this classification and they are counted as separate establishments. Sales made from catalog order desks are included with the sales of the retail establishment in which they are located.

In some tabulations at the national or geographic division level, mail-order houses are divided into subclassifications on the basis of the merchandise they sell in the same manner as the store-type establishments.

**Merchandising machine operators (SIC 534)**—Establishments primarily selling merchandise through coin-operated vending machines which are generally located on the premises of other businesses. In the 1963 Census of Business this industry was titled "Merchandise vending machine operators."

Since a large number of merchandise vending machine operations are conducted in conjunction with the operation of manufacturing plants and of wholesale and other establishments not classified in retail trade, data for "retail" merchandise vending machine operators should not be interpreted as providing a measure of total sales through merchandise vending machines. The data for "retail" merchandise vending machine operators also do not include sales made through vending machines owned by establishments classified in other kinds of retail trade. Merchandise vending machine operators are divided into subclassifications on the basis of the merchandise sold in the machines on location as of the end of the census year. Operators of coin-operated service machines such as wash-

ers, dryers, music machines, and amusement and game machines are included in the Selected Services portion of the 1967 Census of Business.

**Direct selling establishments (SIC 535)**—Establishments primarily selling merchandise by house-to-house canvass, by party plan, or from a truck. When the canvassers are employed by the organization which they represent, the "establishment" is the location from which they operate. However, many of the important organizations whose products are distributed in this manner utilize self-employed canvassers as their representatives. Each such canvasser is counted as an "establishment" in this report. As a result, the "number of establishments" count is considerably larger than would be the case if the count were based on the primary organizations whose products are being distributed. Establishments in operation throughout the census year were included if their annual sales were \$2,500 or more; establishments in operation during part of the census year were included only if their sales were at an annual rate of \$2,500 or more. Consequently, the "number of establishments" in this category should not be interpreted as being a count of the total number of self-employed canvassers.

Direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. Establishments selling ice cream, frozen custard, soft ice cream and similar refreshment items from trucks were included with "refreshment places" (part of SIC 5812) in the 1963 Census of Business but are now included in this classification. In the 1963 Census of Business this industry was titled "Direct selling (house-to-house) organizations."

## SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D. C. 20233.



## RETAIL TRADE GENERAL QUESTIONS

**PENALTY FOR FAILURE TO REPORT**

Form approved: Budget Bureau No. 41-S67017

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

**NOTICE**—Response to this inquiry is required by law (Title 13 U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

# 1967 CENSUS OF BUSINESS

In correspondence pertaining to this report, please refer to this Census File Number

Employer Identification No.

### 1. NAME AND PHYSICAL LOCATION

a. Is the name shown in the label the name by which this establishment is known to the public?

- Yes       No (If "No," enter trade name above the label.)

b. Is the address in the label—

1.  The mail address of your establishment but not the actual physical location.
2.  The mail address of your establishment (including number and street) which also is its actual physical location.
3.  Neither of the above (e.g. accountant's office).

(NOTE: If you marked box 1 or 3, or number and street are not shown in the label, complete c, d, and e below. If you marked box 2, complete d and e below.)

c. Enter following physical location information

|                   |                               |
|-------------------|-------------------------------|
| Number and street | City, village, or other place |
| State             | ZIP code                      |

(NOTE: If location cannot be described by number and street give name or number of highway and approximate distance from nearest town.)

d. Enter name of county in which your establishment is located \_\_\_\_\_

e. Is your establishment physically located within the boundaries of the city, village, or other place specified in the label or in "c"?

- 1  Yes      2  No

### 2. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the address label the SAME as that used for this establishment on your latest 1967 Employer's Quarterly Federal Tax Return, Treasury Form 941?

- Yes       No (If "No," enter the currently assigned EI Number here (9 digits)) \_\_\_\_\_

### 3. LEGAL FORM OF ORGANIZATION OF COMPANY OPERATING THIS ESTABLISHMENT X-1

- 1  Individual proprietor
- 2  Partnership
- 0  Corporation (Do not mark if any form of cooperative association)
- 8  Co-op (cooperative association), corporate or noncorporate
- 9  Other (Specify) \_\_\_\_\_

### 4. PERIOD OPERATED IN 1967 X-2

a. Was this establishment in business at the end of 1967? ..... 1  Yes    2  No

(NOTE: For establishments which were inactive during December 1967 due to seasonal or part-time operations, answer "Yes," unless the establishment was not owned at the end of the year.)

b. How many months during 1967 did you own this establishment?..... Months X-3

### 5. CLASS OF CUSTOMER X-4

Report the approximate percentage of your total 1967 sales to each class of customer.

- 1 \_\_\_\_\_ % General public (household consumers, farmers, and individuals) 4-XX
- 2 \_\_\_\_\_ % Construction and building trade contractors 4-3
- 3 \_\_\_\_\_ % Other business firms, government, and institutions 4-4
- 4 \_\_\_\_\_ % Other (Specify) \_\_\_\_\_ 4-5

### 6. METHOD OF SELLING X-5

Mark the box which describes your principal method of selling. Do not mark more than one box.

- 1  Selling at this establishment
- 2  Mail order (catalog selling)
- 3  House-to-house (direct selling)
- 4  Operating merchandise vending machines 4-6\*

### 7. DOLLAR VOLUME OF BUSINESS AND PAYROLL IN 1967

a. Sales of merchandise and other receipts from customers.....

|         |       |     |
|---------|-------|-----|
| Dollars | Cents | Key |
| XX      | XX    | X-6 |

b. Does the entry in "a" include sales taxes and excise taxes collected from customers?.....

1  Yes    2  No X-7

c. If "No," how much did you forward to taxing agencies for such taxes?.....

|         |       |     |
|---------|-------|-----|
| Dollars | Cents | Key |
| XX      | XX    | X-8 |

d. Total ANNUAL payroll in 1967 before deductions.....

|         |       |      |
|---------|-------|------|
| Dollars | Cents | Key  |
| XX      | XX    | X-9* |

### 8. COMPANY AFFILIATION

a. **Mark this box**  if this business is owned or controlled by another company and enter the name, mailing address, and Employer Identification Number of owning or controlling company (if known).

b. **Mark this box**  if this business owns or controls any other company or companies and enter the name, mailing address, and Employer Identification Number of owned or controlled companies (if known).

|   |                   |
|---|-------------------|
| Name of company   |                   |
| Mailing address (Number, street, city, State, ZIP code) | EI No. (9 digits) |

# RETAIL TRADE GENERAL QUESTIONS--Continued

|  |      |   |
|--|------|---|
| <b>9. DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM</b>  |      | 1-1   |
| <b>a. Is your business at this location conducted as a department or concession (such as a paint department in a department store) in an establishment operated by another firm?</b> |      |   |
| Mark "Yes," if customers normally consider your operation as part of the establishment operated by the other firm, or if your sales to customers are billed by that establishment.   |      | 1 <input type="checkbox"/> Yes    2 <input type="checkbox"/> No |
| <b>b. If "Yes," please enter the name and description (kind of business) of the establishment which is operated by the other firm.</b>   | Name | Kind of business  |

|  |  |   |
|--|--|---|
| <b>10. DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT</b>  |  | 1-2XX   |
| <b>a. Is any department, concession, or business not owned by you, operated within this establishment?</b>   |  | 1 <input type="checkbox"/> Yes    2 <input type="checkbox"/> No |
| Mark "Yes," if there is any operation of others which customers normally consider part of your establishment, or if you bill customers for sales of such department, concession, or business |  |   |
| <b>b. If "Yes," please complete a line for each.</b>   |  |   |

| Name and address of owner of department or concession | Kind of business of department or concession | 2XX     | 2-3                         |    | 2-4   |    | 2-5  |    | 2-6*            |
|---|--|---------|-----------------------------|----|---|----|--|----|-----------------|
|   |  | Dollars | Estimated sales during 1967 |    | Are the sales of this department included in item 7a? |    | Is the payroll of this department included in item 7d? |    | Census Use Only |
|   |  |         | Yes                         | No | Yes   | No | Yes  | No |                 |
| 1.  |  |         | 1                           | 2  | 1   | 2  | 1  | 2  |                 |
| 2.  |  |         | 1                           | 2  | 1   | 2  | 1  | 2  |                 |
| 3.  |  |         | 1                           | 2  | 1   | 2  | 1  | 2  |                 |

|   |  |   |
|---|--|---|
| <b>11. YOUR BUSINESS LOCATIONS</b>  |  | 1 <input type="checkbox"/> Yes    2 <input type="checkbox"/> No |
| <b>a. In 1967 did you operate your business at more than one location under the Employer Identification Number you had at the end of 1967?</b>  |  |   |
| <b>b. If "Yes," is marked above, separately list below each location, including your main selling location and facilities other than selling establishments (such as warehouses, central administrative offices, buying offices, etc.).</b> |  |   |

| Address of business<br>(Number, street, city or town, county, State, ZIP code)                           | Description of business | Census Use Only | Sales   |       | Number of paid employees<br>(Pay period including March 12) |
|--|-------------------------|-----------------|---------|-------|---|
|  |                         |                 | Dollars | Cents |   |
| 1.   |                         |                 |         | XX    |   |
| 2.   |                         |                 |         | XX    |   |
| 3.   |                         |                 |         | XX    |   |
| 4.   |                         |                 |         | XX    |   |
| <b>Totals for this Employer Identification Number</b><br>(Sales total should equal the entry in item 7a) |                         |                 |         | XX    |   |

# Appendix D

## KIND-OF-BUSINESS TITLES AND REPORTING-FORM NUMBERS

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

| Kind-of-business title  | Form number | Kind-of-business title                                   | Form number   |                                       |
|---|-------------|--|---|---------------------------------------|
| <b>BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS</b> |             | <b>SHOE STORES</b>                                       |   |                                       |
| Building materials and supply stores:                           |             | Men's shoe stores .....                                  | } CB-56B  |                                       |
| Lumber and other building materials dealers .....               | CB-52A      | Women's shoe stores .....                                |   |                                       |
| Plumbing and heating equipment dealers .....                    | CB-52D      | Children's and juveniles' shoe stores .....              |   |                                       |
| Paint, glass, and wallpaper stores .....                        | CB-52B      | Family shoe stores .....                                 |   |                                       |
| Electrical supply stores .....                                  | CB-52D      |  |   |                                       |
| Hardware stores .....   | CB-52C      | <b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b> |   |                                       |
| Farm equipment dealers .....                                    | CB-52D      | Furniture and home furnishings stores:                   |   |                                       |
| <b>GENERAL MERCHANDISE GROUP STORES</b>                         |             | Furniture stores .....                                   | CB-57A  |                                       |
| Department stores .....   | CB-53A      | Home furnishings stores:                                 |   |                                       |
| Variety stores .....  | CB-53B      | Floor coverings stores .....                             | } CB-57D  |                                       |
| Miscellaneous general merchandise stores:                       |             | Drapery, curtain, and upholstery stores .....            |   |                                       |
| General merchandise stores .....                                | CB-53A      | China, glassware, and metalware stores .....             |   |                                       |
| Dry goods stores .....  | } CB-53B    | Miscellaneous home furnishings stores .....              |   |                                       |
| Sewing and needlework stores .....                              |             |  | Household appliance stores .....                    | } CB-57B                              |
| <b>FOOD STORES</b>  |             | Radio, television, and music stores:                     |   |                                       |
| Grocery stores .....  |             | Radio and television stores .....                        | } CB-57C  |                                       |
| Meat and fish (seafood) markets:                                |             | Music stores:  |   |                                       |
| Meat markets .....  | } CB-54A    | Record shops .....                                       |   |                                       |
| Fish (seafood) markets .....                                    |             |  | Musical instrument stores .....                     |                                       |
| Fruit stores and vegetable markets .....                        |             | <b>EATING AND DRINKING PLACES</b>                        |   |                                       |
| Candy, nut, and confectionery stores .....                      |             | Eating places:   |   |                                       |
| Retail bakeries:  |             | Restaurants and lunchrooms .....                         | } CB-58   |                                       |
| Retail bakeries—baking and selling .....                        | } CB-54B    | Cafeterias .....   |   |                                       |
| Retail bakeries—selling only .....                              |             |  |   | Refreshment places .....              |
| Other food stores:  |             | Caterers .....   |   |                                       |
| Dairy products stores .....                                     | } CB-54A    | Drinking places (alcoholic beverages) .....              |   |                                       |
| Egg and poultry dealers .....                                   |             |  |   |                                       |
| Other miscellaneous food stores .....                           |             | <b>DRUG STORES AND PROPRIETARY STORES</b>                |   |                                       |
| <b>AUTOMOTIVE DEALERS</b>                                       |             | Drug stores .....  | } CB-59A  |                                       |
| Motor vehicle dealers:  |             | Proprietary stores .....                                 |   |                                       |
| Motor vehicle dealers—new and used cars:                        |             | <b>MISCELLANEOUS RETAIL STORES</b>                       |   |                                       |
| Dealers with domestic car franchise only .....                  | } CB-XA     | Liquor stores .....                                      | } CB-59E  |                                       |
| Dealers with imported car franchise only .....                  |             |  |   | Antique stores and secondhand stores: |
| Dealers with domestic, imported car franchises .....            |             |  |   | Antique stores .....                  |
| Motor vehicle dealers—used cars only .....                      |             |  | Secondhand stores .....                             |                                       |
| Tire, battery, and accessory dealers:                           |             | Sporting goods stores and bicycle shops:                 |   |                                       |
| Home and auto supply stores .....                               | } CB-XB     | Sporting goods stores .....                              | CB-59C  |                                       |
| Other tire, battery, and accessory dealers .....                |             |  | Bicycle shops .....                                 | CB-59E                                |
| Miscellaneous automotive dealers:                               |             | Jewelry stores .....                                     | CB-59D  |                                       |
| Boat dealers .....  | } CB-XC     | Fuel and ice dealers:                                    |   |                                       |
| Household trailer dealers .....                                 |             |  | Fuel oil dealers .....                              | } CB-59E                              |
| Aircraft, motorcycle dealers .....                              |             |  | Liquefied petroleum gas (bottled gas) dealers ..... |                                       |
| Automotive dealers, n.e.c. .....                                |             |  | Fuel and ice dealers, n.e.c. .....                  |                                       |
|   |             | Florists .....   |   |                                       |
| <b>GASOLINE SERVICE STATIONS</b>                                |             | Cigar stores and stands .....                            |   |                                       |
| Gasoline service stations .....                                 | CB-XD       | <b>Other miscellaneous retail stores:</b>                |   |                                       |
| <b>APPAREL AND ACCESSORY STORES, EXCEPT SHOE STORES</b>         |             | Book and stationery stores:                              |   |                                       |
| Women's clothing, specialty stores; furriers:                   |             | Book stores .....  | } CB-59B  |                                       |
| Women's ready-to-wear stores .....                              | } CB-56A    | Stationery stores .....                                  |   |                                       |
| Women's accessory and specialty stores:                         |             |  |   | Hay, grain, and feed stores .....     |
| Millinery stores .....  |             |  | Other farm supply stores .....                      |                                       |
| Corset and lingerie stores .....                                |             |  | Garden supply stores .....                          |                                       |
| Other women's accessory, specialty stores .....                 |             |  | News dealers and newsstands .....                   |                                       |
| Furriers and fur shops .....                                    |             |  | Hobby, toy, and game shops .....                    |                                       |
| Other apparel and accessory stores:                             |             |  | Camera and photographic supply stores .....         |                                       |
| Men's and boys' clothing and furnishings stores .....           |             |  | Gift, novelty, and souvenir shops .....             |                                       |
| Custom tailors .....  |             |  | Optical goods stores .....                          |                                       |
| Family clothing stores .....                                    |             |  | Retail stores, n.e.c. .....                         |                                       |
| Children's and infants' wear stores .....                       |             |  | CB-59G  |                                       |
| Miscellaneous apparel and accessory stores .....                |             |  | CB-59E  |                                       |

# Appendix E

## MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS

| Code | As abbreviated in tables                   | As shown on reporting form   | Form number |
|------|--|--|-------------|
| 020  | Groceries—other foods .....                | Groceries, other food items for preparation and consumption away from this establishment (including candy, bottled or canned soft drinks) .....  | ALL         |
| 021  | Meats-fish-poultry .....                   | Meat, fish, poultry (include canned meats requiring refrigeration on this line; include all meats sold in a frozen state on line 023) .....  |             |
| 022  | Produce (fresh fruits-vegtbls) .....       | Produce (fresh fruits, vegetables) .....   |             |
| 023  | Frozen foods .....                         | Frozen foods (all packaged foods—fruits, vegetables, juices, baked goods, prepared foods, etc., sold in a frozen state). (Include frozen dairy products such as ice cream, sherbets on line 024) ..... |             |
| 024  | All other foods .....                      | All other foods (dry groceries, dairy products, bakery products, candy, bottled and canned soft drinks and other items not covered by lines 021 to 024, 517, and 100). .....                           |             |
| 025  | Bakery products—exc. frozen .....          | Bakery products, except frozen .....   |             |
| 026  | Bakery products—frozen .....               | Bakery products, frozen .....  |             |
| 027  | All other foods .....                      | All merchandise on line 020 except items on lines 021, 022, 023, 024, 025, and 026. ....   | CB-54A      |
| 040  | Meals-snacks .....                         | Meals, snacks, sandwiches, nonalcoholic beverages generally served for consumption at this establishment .....   | ALL         |
| 060  | Alcoholic drinks .....                     | Alcoholic drinks served at this establishment .....  |             |
| 080  | Packaged alcoholic beverages .....         | Packaged liquor, wine, and beer .....  |             |
| 100  | Cigars-cigarettes-tobacco .....            | Cigars, cigarettes, tobacco (exclude sales from vending machines owned by others) .....  |             |
| 120  | Cosmetics-drugs-cleaners .....             | Cosmetics, drugs, health, first aid, and sickroom needs, toiletries, dentifrices, soaps and detergents, household cleansers .....  | CB-59A      |
| 121  | Medicines exc. prescription .....          | Drugs (other than prescriptions), proprietary medicines, health, first aid products .....  |             |
| 122  | Prescription medicines .....               | Prescriptions .....  | CB-54A      |
| 123  | All other drugs-proprietarys .....         | Prescription medicines (see line 124 for related merchandise) .....  | CB-59A      |
| 124  | All other drugs-proprietarys .....         | All other merchandise on line 120 except items on line 121 and 122. ....   | CB-59A      |
| 124  | Cosmetics-health needs-cleaners, etc. ...  | Cosmetics, health, first aid, and sickroom needs, toiletries, dentifrices, soaps and detergents, household cleansers. ....   | CB-54A      |
| 140  | Men's-boys' clothing exc. footwear. ....   | Men's and boys' clothing and furnishings (exclude footwear; all footwear should be reported on line 180). ....   | ALL         |
| 141  | Men's clothing .....                       | Men's clothing and furnishings. ....   | CB-53A      |
| 142  | Boys' clothing .....                       | Boys' clothing and furnishings .....   |             |
| 143  | Boys' clothing .....                       | Boys' wear .....   |             |
| 143  | Men's tailored outerwear .....             | Tailored outerwear (suits, overcoats, topcoats, sport jackets). ....   | CB-56A      |
| 144  | Other men's outerwear .....                | Other outerwear (sport and casual clothing, rainwear) .....  |             |
| 145  | Men's hats .....                           | Men's hats .....   |             |
| 146  | Other men's clothing .....                 | Other men's apparel and furnishings. ....  |             |
| 160  | Women's-girls' clothing, exc. footwr. .... | All women's and girls' clothing and accessories, infants' and children's wear, etc. (exclude footwear; all footwear should be reported on line 180). ....  | ALL         |
| 161  | Children's-infants' wear .....             | Children's, infants' wear .....  | CB-56A      |
| 162  | Handbags-accessories .....                 | Infants' and children's wear up to size 6X (do not include infants' furniture, to be reported on line 240, or baby carriages, to be reported on line 500). ....  | CB-53A      |
| 162  | Handbags-accessories .....                 | Handbags, small leather goods, gloves, umbrellas, handkerchiefs, neckwear, and accessories .....   |             |
| 163  | Millinery .....                            | Millinery .....  | CB-53A, 56A |
| 164  | Hosiery .....                              | Hosiery—women's and children's .....   |             |
| 164  | Hosiery .....                              | Hosiery .....  | CB-56A      |
| 165  | Lingerie .....                             | Corsets, brassieres, underwear, negligees, and robes. ....   | CB-53A      |
| 165  | Lingerie .....                             | Underwear, intimate garments, foundation garments. ....  | CB-56A      |



MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

| Code | As abbreviated in tables                       | As shown on reporting form  | Form number          |
|------|--|---|----------------------|
| 166  | Women's coats-suits-furs-rainwr .....          | Women's, misses', juniors', coats, suits, furs, and rainwear. ....  | CB-53A               |
| 167  | Women's dresses .....                          | Women's, misses', juniors' dresses, aprons, housedresses, uniforms, formals, maternity and bridal dresses. ....   |                      |
| 168  | Women's blouses, sptswr. ....                  | Women's, misses', juniors' blouses (including street floor blouses), sportswear, swimwear, ski clothes. ....  |                      |
| 169  | Girls'-subteen-teen wear .....                 | Sportswear, including skirts, blouses, sweaters, etc. ....  | CB-56A               |
| 171  | Other women's-girls' clothes, acc .....        | Girls', subteen and teen wear, including accessories, underwear, and Girl Scout wear. ....  | CB-53A               |
| 172  | Dresses .....                                  | All merchandise on line 160 except items on lines 161 to 169. ....  |                      |
| 173  | Coats-suits .....                              | Dresses .....   |                      |
| 174  | Handbags .....                                 | Coats and suits .....   |                      |
| 175  | Furs .....                                     | Handbags .....  |                      |
| 176  | Other women's-girls' clothes, acc .....        | Furs .....  |                      |
| 176  | Other women's-girls' clothes, acc .....        | All other women's and children's apparel, apparel accessories. ....   |                      |
| 180  | <b>All footwear</b> .....                      | All footwear .....  | ALL                  |
| 181  | Men's and boys' footwear .....                 | Men's and boys' footwear .....  | CB-56B               |
| 182  | Women's and girls' footwear .....              | Women's and girls' footwear .....   |                      |
| 183  | Children's and infants' footwear .....         | Children's and infants' footwear .....  |                      |
| 200  | <b>Curtains-draperies-dry goods</b> .....      | Curtains, draperies, bedsheets, blankets, linens, piece goods, patterns, laces, trimmings, notions, closet accessories, blinds, window shades. ....   | ALL                  |
| 201  | Piece goods-notions .....                      | Piece goods, patterns, laces, trimmings, ribbons, art needlework, notions, closet accessories. ....   | CB-53A               |
| 202  | Curtains-draperies .....                       | Curtains, draperies, decorator upholstery fabrics, blinds and window shades, linens, domestics, blankets. ....  |                      |
| 203  | All other domestics .....                      | All merchandise on line 200 except lines 201 and 202. ....  |                      |
| 220  | <b>Major appl.-radio-TV-musical inst</b> ..... | Major household appliances, radio, TV, record players, tape recorders, records, tapes, sheet music, musical instruments. ....   | ALL                  |
| 221  | Major household appliances .....               | Major household appliances (vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air conditioners, dishwashers, stoves, ovens, clothes dryers and washers, ironers, and disposal units). .... | CB-53A, XB<br>CB-57C |
| 222  | Radios-TV's-musical instruments .....          | Major household appliances. ....  |                      |
| 223  | All other appliances .....                     | Radio, TV, record players, records, sheet music, musical instruments. ....  | CB-53A, XB           |
| 224  | New major appliances .....                     | All other merchandise on line 220 (except lines 221 and 222). ....  |                      |
| 225  | New radios-TV's, etc. ....                     | New major appliances. ....  | CB-57B               |
| 226  | Used major appl.-radios-TV's .....             | New radios, TV's, record players, tape recorders. ....  |                      |
| 227  | Records-tapes-musical inst .....               | Used major appliances, radios, TV, record players, tape recorders ..  |                      |
| 228  | Pianos .....                                   | Records, tapes, sheet music, pianos, organs, musical instruments. ....  |                      |
| 229  | Organs .....                                   | Pianos .....  |                      |
| 231  | Musical inst-accessories .....                 | Organs (all types) .....  |                      |
| 232  | Radios-phonotape rcdrs-TV's .....              | Musical instruments and accessories. ....   |                      |
| 233  | Records-tapes-related acc .....                | Radios, phonographs, tape recorders, TV's. ....   | CB-57C               |
| 234  | Sheet music-related items .....                | Records, tapes, and related accessories. ....   |                      |
| 240  | <b>Furniture-sleep equip-floor cov.</b> .....  | Sheet music and related items. ....   | ALL                  |
| 241  | Floor coverings .....                          | Furniture, sleep equipment, floor coverings. ....   |                      |
| 242  | Furniture-sleep equip .....                    | Floor coverings—carpets, rugs, orientals, throw rugs, linoleum, floor tile, etc. ....   | CB-53A               |
| 243  | Sleep equipment .....                          | Furniture—upholstered, dining, bedroom, summer and metal beds, mattresses, springs, and studio beds (include lawn and garden furniture, and dinette, infants', and unpainted furniture). ....                           |                      |
| 244  | Other household furniture .....                | Sleep equipment including springs, mattresses, and dual purpose pieces. ....  |                      |
| 245  | Floor coverings—soft surface .....             | Other household furniture, all kinds. ....  | CB-57A               |
| 246  | Floor coverings—hard surface .....             | Floor coverings, soft surface. ....   |                      |
| 247  | Nonhousehold furniture .....                   | Floor coverings, hard surface. ....   | CB-59B               |
| 248  | Office furniture .....                         | Nonhousehold furniture .....  |                      |
| 249  | Other furn.-sleep equip.-fl. cov. ....         | Office furniture .....  |                      |
| 249  | Other furn.-sleep equip.-fl. cov. ....         | All other merchandise on line 240 (except items on line 248). ....  |                      |

MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued

| Code | As abbreviated in tables               | As shown on reporting form   | Form number |              |
|------|--|--|-------------|--------------|
| 260  | Kitchenware-home furnishings .....     | Kitchenware, small electric appliances, china, glassware, lamps, lamp shades, mirrors, pictures and other home furnishings. ....   | ALL         |              |
| 261  | China-glassware .....                  | China, glassware, gift shop, lamps, lamp shades, mirrors, and pictures. ....   | } CB-53A    |              |
| 262  | Kitchenware-housewares .....           | Kitchenware and housewares, including small electric appliances, fireplace and barbecue equipment (include dinette furniture on line 240—not here). ....                                 |             |              |
| 263  | Other kitchenware-home furnish. ....   | All other merchandise on line 260 (except lines 261 and 262). ....   |             |              |
| 264  | Small electrical appliances .....      | Small electric appliances .....  |             |              |
| 265  | All other kitchenwr-houswr .....       | All other merchandise on line 260 (except items on line 264). ....   |             |              |
| 266  | All other home furn exc. china .....   | All other merchandise on line 260 (except line 267). ....  |             |              |
| 267  | China, glassware .....                 | China, glassware .....   |             | CB-59D       |
| 280  | Jewelry-optical goods .....            | Jewelry, watches, clocks, silverware, optical goods .....  | ALL         |              |
| 281  | Watches-clocks .....                   | Watches, clocks, including diamond watches .....   | } CB-59D    |              |
| 282  | Silverware .....                       | Silverware, all kinds (flatware, hollowware, sterling, plate, and stainless steel). ....   |             |              |
| 285  | All other jewelry items .....          | All other jewelry items, including costume and novelty. ....   |             |              |
| 286  | Optical goods .....                    | Optical goods .....  |             |              |
| 287  | Diamonds exc. diamond watches .....    | Diamonds, diamond jewelry except diamond watches. ....   |             |              |
| 288  | Rings, exc. diamonds .....             | Rings, except diamonds. ....   |             |              |
| 300  | Sporting-recreation equip .....        | Sporting and recreational equipment, boats, bicycles, luggage, hunting, fishing, camping equipment. ....   |             | ALL          |
| 301  | Athletic goods—individuals .....       | Athletic goods, sales to individuals. ....   | } CB-59C    |              |
| 302  | Athletic goods—teams .....             | Athletic goods, sales to teams. ....   |             |              |
| 303  | Hunting equip. ....                    | Hunting equipment .....  |             |              |
| 304  | Fishing equip. ....                    | Fishing equipment .....  |             |              |
| 305  | Winter sports equip. ....              | Winter sports equipment .....  |             |              |
| 306  | Boats-motors-marine equip. ....        | Boats, motors, other marine equipment .....  |             |              |
| 307  | Outboard boats .....                   | Outboard boats .....   |             | } CB-59C, XB |
| 308  | Outboard motors .....                  | Outboard motors .....  |             |              |
| 309  | Inboard motor boats .....              | Inboard motor boats .....  |             |              |
| 311  | Inboard outdrive boats .....           | Inboard outdrive boats .....   |             |              |
| 312  | Boat trailers .....                    | Boat trailers .....  |             |              |
| 313  | Marine access. and parts .....         | Marine accessories and parts .....   |             |              |
| 315  | Camping equip.-supplies .....          | Camping equipment, supplies (tents, sleeping bags, stoves, lanterns, etc.). ....   | } CB-59C    |              |
| 316  | Bicycles-luggage .....                 | Bicycles, luggage, other merchandise on line 300 (except items on line 315). ....  |             |              |
| 317  | All other spgt goods, exc. boats ..... | All other merchandise on line 300 (except items on line 306). ....   |             |              |
| 318  | All other boats .....                  | All other boats not listed above. ....   |             |              |
| 319  | All other mdse, except boats .....     | All other merchandise on line 300 (except items on lines 307, 308, 309, 311, 312, and 313). ....   |             |              |
| 320  | Hardware—gardening equipment .....     | Hardware, tools, gardening equipment and supplies, electrical supplies. ....   |             | ALL          |
| 321  | Hardware-tools .....                   | Hardware, tools, power tools, electrical supplies (include unpainted furniture on line 242—not here). ....   |             | CB-53A       |
| 322  | Gardening equipment-supplies .....     | Lawn and garden supplies .....   | CB-52C      |              |
| 323  | Plumbing-electrical supplies .....     | Gardening equipment and supplies, power mowers, nursery, farm equipment and fencing (include lawn and garden furniture on line 242—not here). ....                                       | } CB-53A    |              |
| 324  | Other hardware-tools .....             | Plumbing and electrical supplies. ....   |             |              |
| 324  | Other hardware-tools .....             | Other hardware, tools (except items or lines 322 and 323). ....  |             |              |
| 340  | Lumber-building materials .....        | Lumber, millwork, building materials, paints, heating and plumbing equipment, home repair and modernization equipment and supplies (include major appliances on line 220—not here). .... | ALL         |              |
| 341  | Lumber .....                           | Lumber (all kinds, including glued, laminated, softwood flooring, wood shingles, and hardware flooring, strip and block). ....   | } CB-52A    |              |
| 342  | Plywood .....                          | Plywood (all kinds, softwood and hardwood). ....   |             |              |
| 343  | Windows-doors and frames (metal) ..... | Windows, doors, and frames, metal. ....  |             |              |
| 344  | Kitchen cabinets .....                 | Kitchen cabinets (include wood and metal). ....  |             |              |
| 345  | All other millwork .....               | All other millwork (include moldings, wood window and door frames and units). ....   |             |              |
| 346  | Wallboard .....                        | Wallboard (all kinds, including gypsum, insulating, hardboards, wall and ceiling tile, particle boards, and roof decking). ....  |             |              |
| 347  | Asphalt and asbestos products .....    | Asphalt and asbestos products (including shingles, roofing, siding, paper, felt coatings). (Report floor tile on line 240.) ....   |             |              |

**MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued**

| Code       | As abbreviated in tables                  | As shown on reporting form   | Form number       |
|------------|---|--|-------------------|
| 348        | Paint-glass-wallpaper .....               | Paint, glass, and wallpaper. ....  | CB-52A, 53A       |
| 349        | Heating and plumbing equip. ....          | Heating and plumbing equipment (all kinds). ....   |                   |
| 351        | Metal roofing and siding .....            | Metal roofing and siding. ....   | CB-52A            |
| 352        | Masonry supplies .....                    | Masonry supplies (including cement, lime, plaster, brick, clay pipe). ....   |                   |
| 353        | Insulation .....                          | Insulation (including batt, fill and roll). ....   |                   |
| 354        | Prefabricated bldgs. and parts .....      | Prefabricated building and parts, including components such as panels, trusses, floor systems. ....                                    |                   |
| 355        | All other building materials .....        | All other building materials and supplies. ....  |                   |
| 356        | All other lumber, millwork .....          | All other merchandise except 357, 358, 359, 361. ....  | CB-52B            |
|            |   | All other merchandise on line 340 (except items on line 348). ....   | CB-53A            |
|            |   | Other lumber, millwork, building materials, heating and plumbing equipment, home repair and modernization equipment and supplies. .... | CB-52C            |
| 357        | Paint-varnish, etc. ....                  | Paint, varnish, shellac, enamel, lacquer. ....   | CB-52B            |
| 358        | Paint sundries .....                      | Paint sundries (brushes, thinners, ladders, compound, spackling paste, etc.). ....   |                   |
| 359        | Wallpaper-other wall coverings .....      | Wallpaper, other wall coverings. ....  | CB-59F            |
| 361        | Glass .....                               | Glass (include glassware items on line 260—not here). ....   |                   |
| 362        | Lumber-millwork .....                     | Lumber, millwork .....   |                   |
| 363        | Other building materials .....            | Other building materials (items on line 362). ....   |                   |
| 364        | Paint-sundries-glass-wallpaper .....      | Paint, paint sundries, glass, and wallpaper. ....  | CB-52C            |
| <b>380</b> | <b>Automobiles-trucks</b> .....           | Automobiles, trucks, other powered road vehicles. ....   | <b>ALL</b>        |
| 381        | New passenger cars—retail .....           | New passenger cars—retail. ....  | CB-XA             |
| 382        | New passenger cars—wholesale .....        | New passenger cars—wholesale (for resale). ....  |                   |
| 383        | New commercial vehicles—retail .....      | New commercial vehicles—retail. ....   |                   |
| 384        | New commercial vehicles—whsle. ....       | New commercial vehicles—wholesale (for resale). ....   |                   |
| 385        | Used passenger cars—retail .....          | Used passenger cars—retail. ....   |                   |
| 386        | Used passenger cars—whsle .....           | Used passenger cars—wholesale (for resale). ....   |                   |
| 387        | Used commercial vehicles .....            | Used commercial vehicles .....   |                   |
| 389        | Motorcycles-motor scooters .....          | Motorcycles, motor scooters .....  |                   |
| 391        | Other power road vehicles .....           | All other merchandise on line 380 (except items on line 389). ....   | CB-XA, XC, XD     |
| 392        | All other autos-trucks .....              | All other merchandise on line 380 (except items on lines 381, 382, 383, 384, 385, 386, 387, and 389). ....                             | CB-XA             |
| <b>400</b> | <b>Auto fuels-lubricants</b> .....        | Automotive fuels and lubricants. ....  | <b>ALL</b>        |
| 401        | Gasoline .....                            | Gasoline .....   | CB-XA, XB, XC, XD |
| 402        | Other automotive fuels .....              | Other automotive fuels (including diesel). ....  |                   |
| 403        | Motor oils-greases-other oils .....       | Motor oil, greases, other automotive lubricants. ....  |                   |
| <b>420</b> | <b>Auto tires-batteries-access.</b> ..... | Automobile tires, tubes, batteries, accessories, parts. ....   | <b>ALL</b>        |
| 416        | New tires-tubes (fleet operators) .....   | New automobile tires and tubes sold to fleet operators. ....   | CB-XB             |
| 417        | New tires-tubes-other users .....         | New automobile tires sold to other users. ....   |                   |
| 418        | Retreads (fleet operators) .....          | Retread automobile tires sold to fleet operators. ....   |                   |
| 419        | Retreads (other users) .....              | Retread automobile tires sold to other users. ....   |                   |
| 421        | Parts installed in repair work .....      | Parts—installed in repair work. ....   |                   |
| 422        | Parts—wholesale .....                     | Parts—wholesale (to other businesses). ....  | CB-XA, XD         |
| 423        | Parts—retail .....                        | Parts—retail (over the counter). ....  | CB-XA, XD         |
| 424        | Automobile tires-batteries-acc. ....      | Automobile tires, batteries, access., tubes. ....  |                   |
| 426        | Automobile accessories .....              | Automobile accessories, parts (over the counter). ....   |                   |
| 428        | New auto tires—sold to dealers .....      | New automobile tires and tubes sold to dealers for resale. ....  |                   |
| 429        | New truck-bus tires (to users) .....      | New truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to users. ....                                     |                   |
| 431        | New truck-bus tires (to dealers) .....    | New truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to dealers for resale. ....                        |                   |
| 433        | Retreads sold to dealers .....            | Retread automobile tires sold to dealers for resale. ....  |                   |
| 434        | Retreads-truck-bus (to users) .....       | Retread truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to users. ....                                 |                   |
| 435        | Retreads-truck-bus (to dealers) .....     | Retread truck and bus tires (include industrial, off-the-road, farm tractor tires) sold to dealers for resale. ....                    | CB-XB             |
| 436        | Storage batteries .....                   | Storage batteries. ....  |                   |
| <b>440</b> | <b>Farm equipment-machinery</b> .....     | Farm equipment, machinery. ....  | <b>ALL</b>        |



**MERCHANDISE LINES, CODES, AND REPORTING-FORM NUMBERS—Continued**

| Code | As abbreviated in tables                | As shown on reporting form   | Form number |
|------|---|--|-------------|
| 460  | Hay-grain-feed-farm supplies .....      | Hay, grain, feed, farm supplies, fertilizer. ....  | ALL         |
| 461  | Hay-grain-feeds .....                   | Hay, grain, feeds.....   | } CB-59F    |
| 462  | Seed .....                              | Seed .....   |             |
| 463  | Fertilizers-insecticides .....          | Fertilizers, insecticides, fungicides, etc. ....   |             |
| 464  | Other farm supplies .....               | Other farm supplies .....  |             |
| 480  | Household fuels-ice .....               | Fuels (coal and wood, oil, LP gas), ice. ....  | ALL         |
| 481  | LP gas—wholesale .....                  | LP gas to others for resale. ....  | } CB-59E    |
| 482  | Other LP gas sales .....                | Other LP gas sales. ....   |             |
| 483  | Other fuels .....                       | Other fuels (coal, wood, oil), ice. ....   |             |
| 500  | All other merchandise .....             | All other merchandise (photographic equipment and supplies, toys, books, magazines, newspapers, stationery, baby carriages, etc.) .....  | ALL         |
| 501  | Toys-games-wheel goods .....            | Toys, games, wheel goods, baby carriages, adult games, and hobbies (include bicycles on line 300—not here). ....   | } CB-53A    |
| 502  | Books-stationery-photo. equip. ....     | Books, stationery, photographic equipment and supplies, greeting cards, wrapping paper, office equipment. ....   |             |
| 504  | Mobile homes-household trailers .....   | Mobile homes, household trailers. ....   |             |
| 505  | Camp trailers-travel trailers .....     | Camp trailers, travel trailers. ....   |             |
| 506  | Utility trailers .....                  | Utility and other trailers, except boat trailers (include boat trailers on line 312). ....   | CB-XC       |
| 507  | All other merchandise .....             | All other merchandise (toys, baby carriages, photographic equipment and supplies, books, magazines, newspapers, stationery, etc.) .....  | } CB-59B    |
| 508  | Commercial stationery-off. suppl. ....  | Commercial stationery and office supplies. ....  |             |
| 509  | Office mach. exc. typewriters .....     | Office machines, except typewriters. ....  |             |
| 511  | Typewriters .....                       | Typewriters .....  |             |
| 512  | Social stationery-greeting cards .....  | Social stationery and greeting cards. ....   |             |
| 513  | Books-periodicals .....                 | Books and periodicals—all kinds. ....  |             |
| 514  | Art-drafting-eng. supplies .....        | Art, drafting, and engineering supplies. ....  |             |
| 515  | All other merchandise .....             | All other merchandise specified on line 500 except items on lines 508 through 514. ....  | } CB-54A    |
| 516  | All other merchandise .....             | All other merchandise (toys, baby carriages, photographic equipment and supplies, books, magazines, newspapers, stationery, etc.) .....  |             |
| 517  | Paper-paper products .....              | Paper, paper products (facial tissues, stationery, other household paper products). ....   | CB-54A      |
| 518  | Mdse. exc. toys-games-books-sta. ....   | Other merchandise on line 500 except items on lines 501 and 502. ....  | CB-53A      |
| 520  | Nonmerchandise receipts .....           | All nonmerchandise receipts from customers (include receipts from carrying charges and all other charges to customers for credit. Also include all receipts from customers for installation, delivery, repair, maintenance, on-site construction, and rental of tools and equipment.) If sales and excise taxes are not included with the merchandise lines, include them here. .... | CB-54A, 52A |
| 521  | Printing to order .....                 | Printing to order. ....  | } CB-59B    |
| 522  | Renting-leasing—office mach. ....       | Rental and leasing of office machines and furniture. ....  |             |
| 523  | Other nonmerchandise receipts .....     | All other receipts on line 520. ....   |             |
| 524  | Brake and wheel services .....          | Brake and wheel services. ....   |             |
| 525  | Tire services other than retread .....  | Tire services other than retreading. ....  | } CB-XB     |
| 526  | Other nonmerchandise receipts .....     | All other services to customers on line 520 except items on lines 524 and 525. ....  |             |
| 527  | Service labor .....                     | Service labor .....  | } CB-XA, XD |
|      |   | Repair service labor. ....   |             |
| 528  | Other nonmerchandise receipts .....     | All other nonmerchandise receipts on line 520 except items on lines 527 and 539. ....  | CB-XA       |
| 529  | Watch-clock-jewelry repairs .....       | Receipts from watch, clock, and jewelry repairs and engraving. ....  | CB-59D      |
| 531  | Storage and docking services .....      | Storage and docking services. ....   | } CB-XC     |
| 532  | Other nonmerchandise receipts .....     | All other nonmerchandise receipts on line 520 except items on lines 527 and 531. ....  |             |
| 533  | All nonmdse. rcpts from customers ..... | All nonmerchandise receipts from customers. ....   |             |
| 534  | Auto repair .....                       | Automotive repair-service labor receipts. ....   | CB-59D      |
| 535  | All other service receipts .....        | All other service receipts on line 520 except items on line 534. ....  | CB-53A      |
| 539  | Auto-truck rental or lease .....        | Rental or lease of automobiles or trucks. ....   | CB-XA       |









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